

DALLAS

OCTOBER
1942



"THE DALLAS SOUTHWEST"

Dallas Pioneers

Years of Progress
INVITE
Greater Confidence

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

1869 The Schoellkopf Co.
73 Years
Manufacturers and Wholesale Distributors

1872 Dallas Ry. & Term. Co.
70 Years
Street Railways

1874 Bolanz & Bolanz
68 Years
Real Estate and Insurance

1875 Dallas Trans. & Term. Warehouse Co.
67 Years
Transfer

1875 First Nat'l Bk. in Dallas
67 Years
Banking

1876 Trezevant & Cochran
66 Years
Insurance General Agents

1876 Ed. C. Smith & Bro. Undertaking Co.
66 Years
Funeral Directors

1885 Mosher Steel Co.
57 Years
Structural Reinforcing Steel and Machinery Repairs

1889 J. W. Lindsley & Co.
53 Years
Real Estate, Insurance

1890 William S. Henson, Inc.
Successors to:
J. M. Colville & Son
52 Years
Printing and Advertising

1893 Fleming & Sons, Inc.
49 Years
Manufacturers—Paper and Paper Products

1896 Briggs-Weaver Machinery Co.
46 Years
Industrial Machinery and Supplies

Established

1897 Merchants Retail Credit Association
45 Years
"Fact Bill" Credit Reports

1899 Dallas Plumb'g Co., Inc.
43 Years
Plumbers

1900 John Deere Plow Co.
42 Years
Agricultural Implements

1903 Dallas National Bank
39 Years
Banking

1903 Republic Insurance Co.
39 Years
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance

1903 First Texas Chemical Mfg. Co.
39 Years
Pharmaceutical Manufacturers

1904 Atlas Metal Works
38 Years
Sheet Metal Manufacturers

1908 Stewart Title Guaranty Co.
34 Years
Abstracts of Title, Insurance

1909 Hutchinson-Bonner & Burleson
33 Years
Certified Public Accountants

1909 The Southern Supply Co.
33 Years
Wholesale Hardware and Industrial Supplies

1911 Graham-Brown Shoe Co.
31 Years
Manufacturing Wholesalers

1912 Stewart Office Supply Co.
30 Years
Stationers—Office Outfitters

1914 Texas Employers Insurance Assn.
28 Years
Workmen's Compensation Ins.

(ADV.)



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FLEMING & SONS, INC.
DALLAS

DALLAS' LEADING HOTEL



JEFFERSON

HOTEL

LAWRENCE MANGOLD, General Manager

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DALLAS

D A L L A S

VOLUME 21

NUMBER 10

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

GORDON C. BROWN Editor
VELMA BOSWELL Business Manager
ED FLOYD Advertising Manager



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of
Industrial Editors

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A water system is one of the first activities completed—without it, even the construction crews are delayed.

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HOUSTON DALLAS
Wayside-2141 Taylor-4400
L. D. 181

The reason we can help you today?



we got ready yesterday

EVER since World War I the Gas industry's scientists and Industrial Gas Engineers have been developing new and more efficient ways to apply industrial heat. No wonder, when Defense sprang up, the Gas industry was ready to help speed production, lower unit costs, reduce spoilage and of course turn out better, more uniform products.

The speed-up called immediately upon Gas for new uses in industrial heating. Many applications were new—but the research and engineering were not; they were simply the accumulated result of many years' work to develop Gas equipment to its highest efficiencies.

One of these days Defense will end... or pause... and then, as industries change back to peacetime production, the ability of Gas and Gas equipment to lower unit costs and maintain quality will be important in widening markets.

Lone Star Gas System

The Dallas Southwest Plans for the Future

WITH characteristic vigor and resourcefulness, Dallas is planning NOW for her future after the war. This month the Dallas Chamber of Commerce is launching a new, far-reaching phase of its continuous program to bring more factories and more branch offices of national concerns to this city and to the Southwest.



MR. THORNTON

Knowing that the executives of many national concerns are now charting their courses for post-war resumption of production for consumer consumption, the Industrial Department of The Dallas Chamber of Commerce has prepared and printed "*The Dallas Southwest*," a sixty-four-page book which is crowded with the facts and figures to show virtually unlimited business possibilities for industries whose leaders have the foresight to establish plants and offices in this, the nation's third most important economic region.

Prepared by Clyde V. Wallis, manager of the Industrial Department, under the supervision of the New Industries Committee, the book will be distributed immediately to the top executives of the nation's leading industrial concerns and to the ranking officials of the United States government's war and peace-time agencies.

Replete with essential maps printed in color, "*The Dallas Southwest*" is the most factually complete prospectus for industrialists ever produced

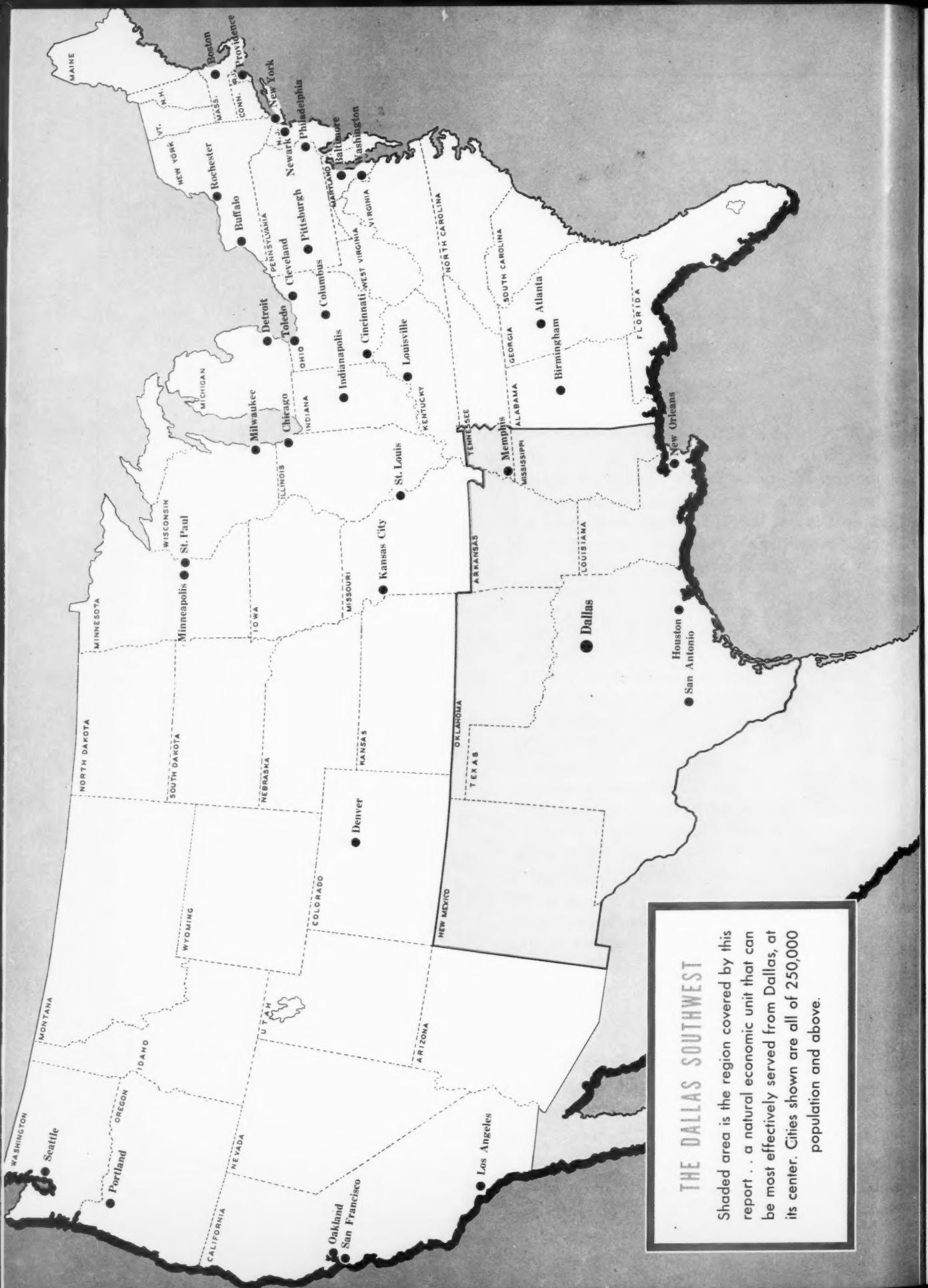
by a city or a Chamber of Commerce. So thorough is the volume that a business executive, contemplating establishment of a branch in Dallas, would require little additional information in order to reach a decision.

That our citizens and the members of the Chamber of Commerce may know just what is being done to promote Dallas and the Southwest as America's last and most promising industrial frontier, *DALLAS Magazine* this month reproduces "*The Dallas Southwest*" almost entirely in the next fifty-six pages of reading matter. Only that part of the book having little interest to the average reader is deleted.

Some day Dallas probably will have a population of 1,000,000. If that comes to pass, it will not be merely because Dallas centers a region which, with its unlimited resources, is one of the richest in the world. Instead, it will result because Dallas will have taken vigorous, aggressive leadership toward utilization of those rich gifts of nature.

Dallas is putting forth that leadership now. After the war, when decentralization of American Industry resumes, Dallas will derive benefits in proportion to the intelligent, aggressive efforts being employed today. Those benefits, in turn, will accrue to the happiness and prosperity of our citizens.

R. L. THORNTON, *Chairman,*
New Industries Committee,
Dallas Chamber of Commerce.



THE DALLAS SOUTHWEST

Shaded area is the region covered by this report . . . a natural economic unit that can be most effectively served from Dallas, at its center. Cities shown are all of 250,000 population and above.

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Foreword

THIS is a report on the Southwest—Texas, Oklahoma, Arkansas and Louisiana—plus New Mexico, Mississippi and West Tennessee, a natural grouping in dividing the Nation into major economic regions. Because as a unit this area is more effectively served from Dallas than from any other city, it has, for the purpose of this report, been labeled THE DALLAS SOUTHWEST.

Before the war there was a growing tendency on the part of industry to decentralize. That such a trend will dominate the post-war program of reconverting to peacetime production is apparent, for several reasons:

Huge war industries have been located in districts heretofore largely agricultural. They have trained thousands of workers new to industry, created large new power resources, discovered and developed important new sources of raw materials, caused considerable shifting of population. More important, they have demonstrated again and again that production costs are no higher, and frequently much lower than in the long-established industrial centers.

Needs of war industries for machines and materials have made it impossible for peacetime industries to make normal replacements of equipment or extensions of plant capacity. Many factories have become hopelessly obsolete; others have converted to war production through such radical changes that they cannot return to their former functions without complete retooling. Capacity for producing peacetime goods has thus fallen far below the Nation's needs, while curtailed consumption has been building up a tremendous backlog of demand for consumer goods that must be met at the proper time with all possible speed.

Obsolescence of location was catching up with many industries even before the war. Fundamental economic changes caused by the war make it impossible for some of these to return to profitable peacetime operations in their old locations. Before the war big national concerns were finding it increasingly difficult to serve the whole Nation from a single point of manufacture. Except in rare instances, such an operation

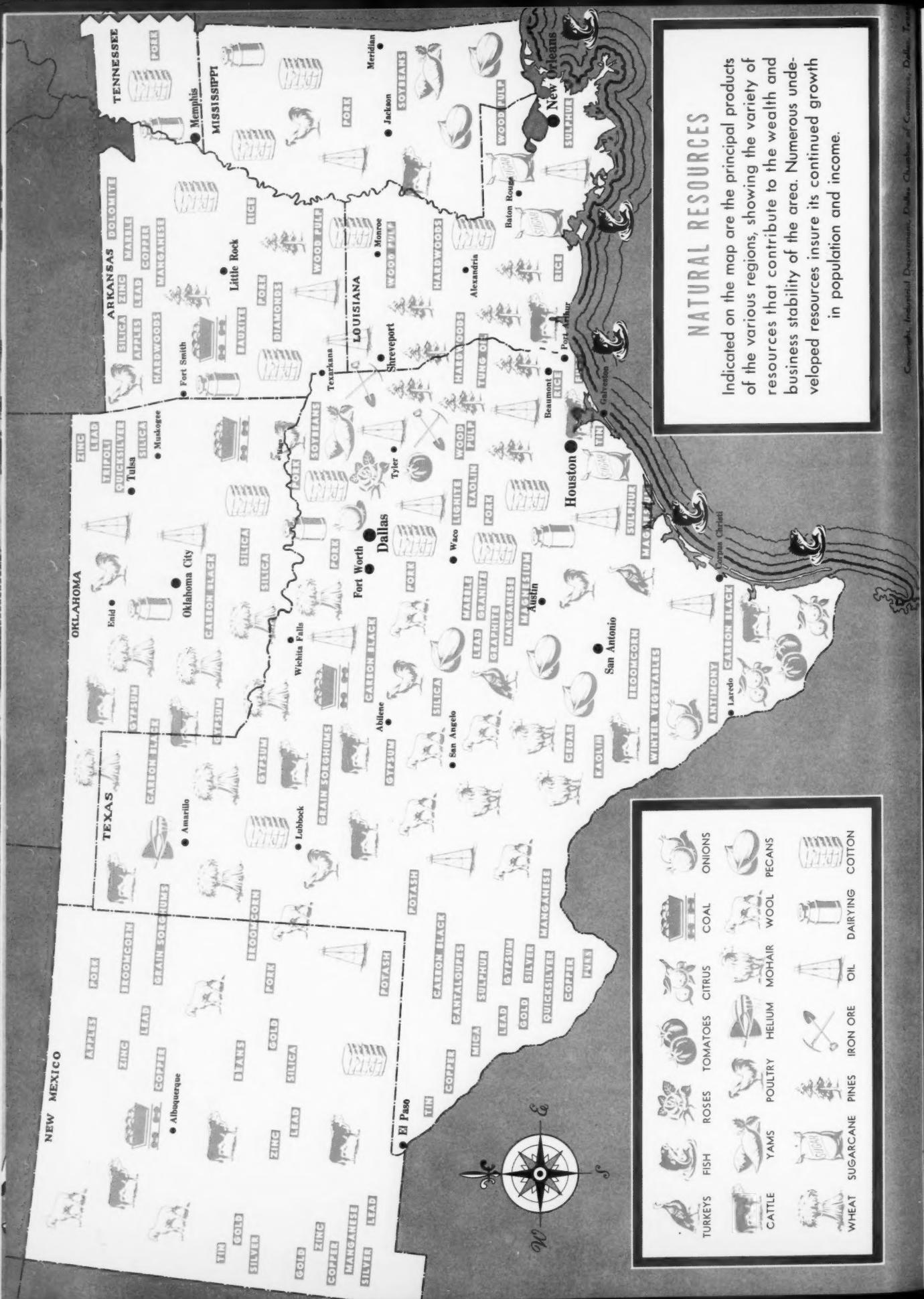
under the new conditions will be economically unsound, and frequently impossible.

When industry turns again to production for normal needs, the Nation's industrial structure must undergo complete reconstruction. This, logically, will take the form of regional plants, each so located as to serve a well-defined sectional market. Such plants will find awaiting them an abundant supply of skilled workers newly trained in war plants, vastly better labor conditions than in the older, congested regions, many another factor contributing to lower production and distribution costs through regional operations.

Alert executives sense this unparalleled opportunity to redistribute their manufacturing capacity for more effective coverage, at little if any greater cost than rebuilding existing plants in their present locations. These men are planning now for the major readjustments that must come to industry with the return of production to peacetime needs. They are studying markets, selecting locations, optioning sites, drawing plans for new regional plants, so that no time will be lost in building adequate facilities to supply consumers' long-accumulated needs.

It is for such executives that this book has been published. No section offers greater opportunity for industrial expansion than the Dallas region, representing in population and income one-eighth of the national market, yet making less than twenty per cent of the goods it consumes.

The purpose of this book is to present basic facts relating to this region, in graphic, convenient, usable form. All maps, charts and tables are based on latest available information prior to the war program. The figures used are not necessarily the latest, nor the most impressive, for Dallas and many other communities have made large gains in population and payrolls because of war plants and training centers. But reports reflecting these gains have been avoided. It is believed that careful executives will prefer to base their plans on facts more nearly representing normal conditions. Such additional information as may be needed for more effective planning for this region will be furnished on request.



NATURAL RESOURCES

Indicated on the map are the principal products of the various regions, showing the variety of resources that contribute to the wealth and business stability of the area. Numerous undeveloped resources insure its continued growth in population and income.

Central Industrial Department, Public Works Commission, Delhi 1

A wide range of resources characterise the market.

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Wealth and Resources

A WIDE variety of sources of income, making for business stability, and tremendous undeveloped resources, insuring continued growth, are the chief characteristics that distinguish the Dallas Southwest from the older, more completely developed regional markets of the Nation.

Population and Wealth

Its population is nearly seventeen million persons, 13 per cent of the national total. It produces from six to seven billion dollars of spendable income annually. Retail sales range from three and three-quarters to four and one-half billions. Its industries manufacture annually goods varying in value from three to four billion dollars. Its annual cash income from farm products is from one to one and one-half billion dollars.

The Dallas Southwest accounts for 15 per cent of the Nation's agricultural production, 60 per cent of its cotton, 22 per cent of its cattle, 24 per cent of its sheep, 14 per cent of its hogs, 15 per cent of its lumber, 10 per cent of its wheat, 63 per cent of its petroleum, 67 per cent of its natural gas, 94 per cent of its bauxite and 99 per cent of its sulphur. Of the Nation's proven petroleum reserves, 82 per cent are within its boundaries.

Texas the Dominant State

In the Dallas Southwest Texas is the dominant State. Texas produces more than 50 per cent of the manufactured goods of the area, nearly 60 per cent of its oil, 50 per cent of its agricultural production, 48 per cent of its cattle, 75 per cent of its sheep. Texas has 65 per cent of the region's proven oil reserves, 53 per cent of the Nation's.

Ten per cent of the country's raw materials come from Texas. The State produces annually from one to one and one-half billion board feet of lumber. Its commercial fish catch runs as high as fifteen million pounds. It ranks third in citrus fruits, with from fifteen to twenty million boxes. Texas produces from twenty-five to forty million bushels of pecans, nearly half of the national crop. The Tyler district in East Texas ships twenty million rose bushes annually.

The State's ten million sheep account for 20 per cent of the country's annual wool clip. It has three and one-half of the Nation's four million Angora goats, producing eighteen million pounds of mohair, 80 per cent of the country's annual yield.

Large Mineral Resources

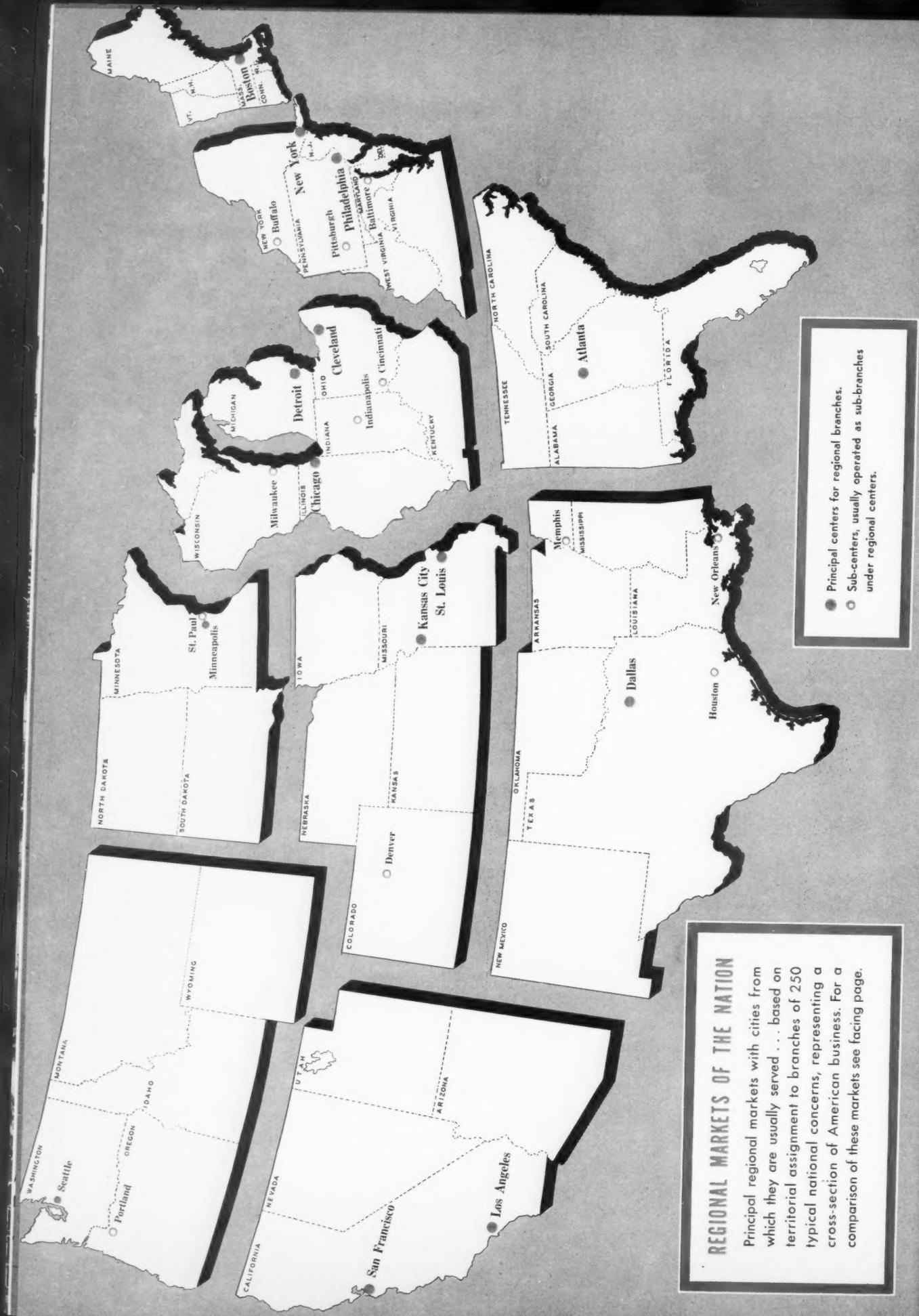
Annual cash farm income in Texas averages between six and seven hundred million dollars. Value of livestock production is around two hundred millions. Manufacturing is increasing rapidly, annual value of industrial production now exceeding one and one-half billion dollars.

Mineral production in Texas ranges in value from three-quarters to one billion dollars per year. Petroleum and natural gas are the principal mineral products, but many others are produced in commercial quantities. Huge deposits of high-grade iron ore exist in East Texas and a start has been made to use this resource in what may become a major iron and steel industry. Magnesium, synthetic rubber components, alkalis, tin smelting, numerous chemicals, have been developed in Texas as a part of the war production program. These important materials form the basis for many new peacetime industries.

Stability of Business

The Dallas Southwest's great variety of resources, agricultural, mineral and industrial, has contributed to its rapid growth and to its stability. In no other important market does the business barometer rise and fall so gradually. Diversification of income is a great stabilizer; fluctuations are mild, shocks well cushioned.

Numerous undeveloped resources of the region make certain its continued growth. Texas alone can support many times its present population. Less than half of its tillable soil is under cultivation; its natural resources are less than 20 per cent developed. Industrial growth on a large scale is just beginning. Its population density is 24.4 persons per square mile; the national average is 44.2. Texas can accommodate one-third of the Nation's population and yet be no more densely populated than Ohio.



REGIONAL MARKETS OF THE NATION

Principal regional markets with cities from which they are usually served . . . based on territorial assignment to branches of 250 typical national concerns, representing a cross-section of American business. For a comparison of these markets see facing page.

*In thousands

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Nation's Third Largest Regional Market

The map opposite outlines the nine regional markets into which the Nation is usually divided by national concerns for branch offices, distributing branches or branch factories, with the principal regional and sub-regional centers in each. Below is a comparison of these markets on the basis of the latest statistics available reflecting approximate normal conditions prior to the war program.

REGION	Population 1940	Increase 1930-1940	Per Cent Increase	Native White	Foreign White	Negro Population	Other Races
Middle Atlantic	34,870,074	2,103,493	5.6	27,542,711	4,717,931	2,572,642	36,790
East North Central.....	29,471,969	1,560,195	5.3	25,573,171	2,586,705	1,283,357	28,736
Dallas Southwest	16,691,649	1,232,882	7.4	12,608,220	314,478	3,663,141	105,810
Southeast	15,351,091	1,630,193	10.6	10,480,522	115,483	4,728,608	26,478
Central West.....	10,563,090	168,031	1.6	9,763,394	435,106	352,565	12,025
New England	8,437,290	270,649	3.2	6,830,905	1,498,241	101,509	6,635
Pacific Southwest	8,067,205	1,356,476	16.8	6,719,879	950,627	141,197	255,502
Pacific Northwest	4,160,946	435,561	10.4	3,692,896	387,339	12,660	68,051
West North Central.....	4,077,196	139,549	3.4	3,606,293	413,228	10,603	47,072
United States	131,669,275	8,894,229	6.7	106,795,732	11,419,138	12,865,518	588,887

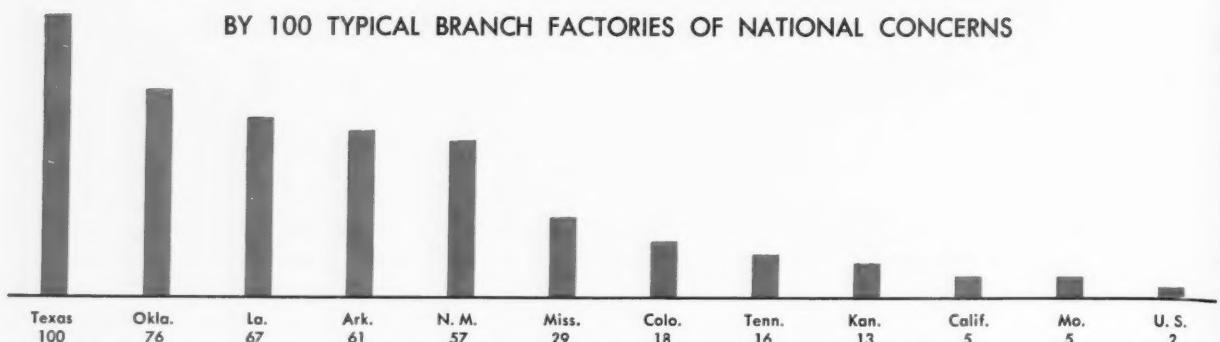
REGION	*Retail Sales	*Spendable Income	Passenger Automobiles	Wired Homes	Residence Telephones	Families with Radios
Middle Atlantic	\$14,563,095	\$23,095,590	6,285,786	7,799,026	3,531,438	7,961,300
East North Central.....	10,758,125	16,725,602	6,534,714	6,537,960	3,515,407	7,004,600
Dallas Southwest	3,842,434	6,014,619	2,726,168	1,857,424	969,984	3,004,680
Southeast	3,240,710	4,800,043	2,065,642	1,591,265	614,153	2,448,820
Central West	3,408,724	5,295,881	2,605,370	1,954,282	1,451,756	2,502,300
New England	3,708,906	6,006,439	1,709,556	2,149,739	1,106,058	2,058,600
Pacific Southwest	3,777,389	5,927,904	2,628,133	2,118,015	1,174,538	2,100,900
Pacific Northwest	1,704,505	2,489,701	1,140,542	982,407	459,437	1,073,700
West North Central.....	1,429,108	2,126,026	1,055,419	656,610	508,576	885,500
United States	\$45,776,285	\$74,182,005	26,915,836	25,637,718	13,482,944	29,300,000

*In thousands.

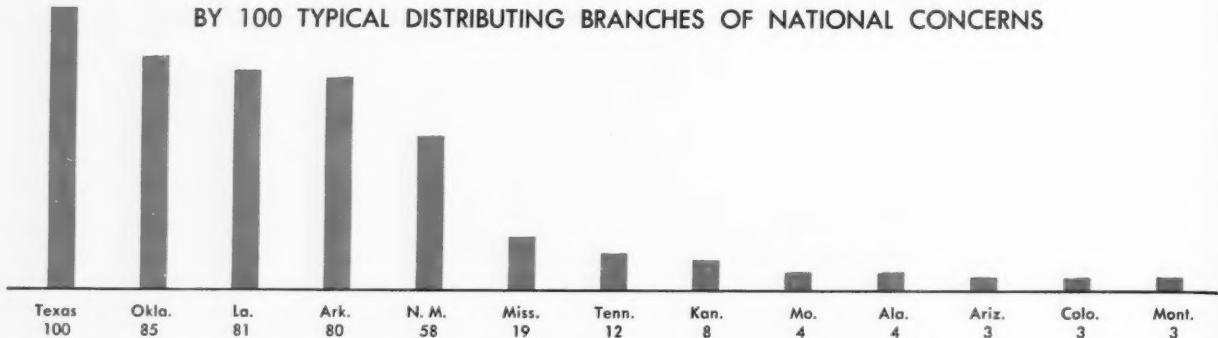
Sources: Population, U. S. Bureau of the Census. Retail Sales and Effective Buying Income, *Sales Management*. Passenger Automobiles, *Automotive Industries*. Wired Homes, Edison Electric Institute. Families with Radios, Joint Committee on Radio Research. Residence Telephones, American Telephone and Telegraph Company.

Territory Served From Dallas

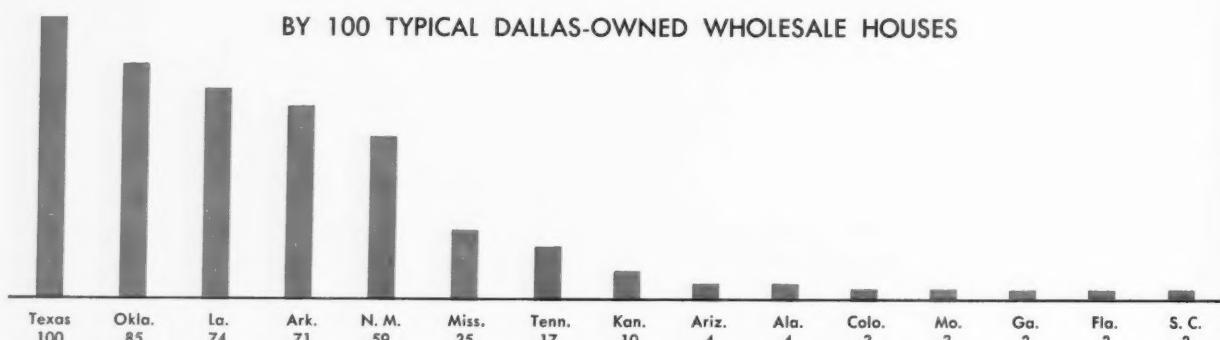
BY 100 TYPICAL BRANCH FACTORIES OF NATIONAL CONCERN



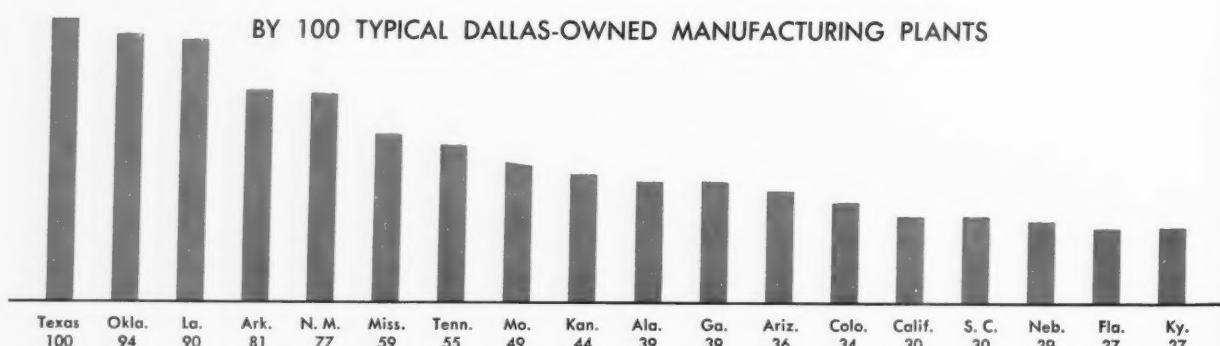
BY 100 TYPICAL DISTRIBUTING BRANCHES OF NATIONAL CONCERN



BY 100 TYPICAL DALLAS-OWNED WHOLESALE HOUSES



BY 100 TYPICAL DALLAS-OWNED MANUFACTURING PLANTS



Twenty of the above Dallas-owned Manufacturers reported National distribution.

EXPLANATION OF CHART—The above diagrams show graphically the States that are served from Dallas. For example, the top diagram indicates that of the 100 firms surveyed, all 100 served Texas, 76 of the 100 served Oklahoma as well, 67 also served Louisiana, et cetera.

Must Be Served From Within

THE Southwest consists of Texas, Oklahoma, Arkansas and Louisiana. It is appropriate in size, population and income to be served as a market unit. In actual practice it is so served by most national concerns.

In dividing the country into regional markets, New Mexico, Mississippi and West Tennessee fall naturally into a grouping with the Southwestern States. Increasingly, they are being served with the Southwest, as is shown by the series of charts on the opposite page.

Service from Within

The vast expanse of the Southwest and its distance from primary centers require that it be served from within. Its characteristics of population, economic unity and tremendous wealth clearly define it as a major market, capable of sustaining manufacturing plants, warehouses or other facilities specifically planned to meet its needs.

The market's present importance, rate of growth and future possibilities command the attention of executives seeking new sales outlets, desirable fields for additional factories or distributing branches. Particularly does it offer opportunities to plants now uneconomically situated because of shifting population and conditions that demand quick service with low distribution costs.

Trend to Branch Plants

The Southwest is welded together by its own mileage scale of freight rates. Centralized facilities so located as to take full advantage of these rates yield maximum returns in sales volume at minimum delivery costs. Necessity for quick service compels manufacturers whose goods are subject to warehousing to maintain complete stocks within the district. Recently there has been a tendency to establish manufacturing plants to serve this area.

Regional branch plants have been found by many national concerns to be the best form of insurance obtainable against shutdowns and loss of business and profits resulting therefrom. Companies that locate factories within the Southwest, becoming a part of and contributing to its industrial development program, are in a particularly strong position in competing with concerns that may still be trying to serve this market from a distance.

Location Factors

Physical characteristics of no other major market are quite like those encountered in the Southwest. For that reason selection of a location from which to serve this market requires careful consideration of several factors.

In serving this area great distances are encountered. Population and income are not uniformly distributed. Choosing a location calls for more careful analysis than in districts where population is more evenly distributed, freight charges and service relatively unimportant because of short distances.

Locating a plant or branch in the Southwest requires careful study of freight rates and their application to centers of population and income. It calls for consideration of facilities for covering the area with salesmen in such manner as to conserve time and hold expense accounts down. The problem is that of finding a central location from which the greatest population may be served in the quickest possible time and at the lowest cost.

Maps and Charts

On the next several pages will be found a series of maps and tables designed to give an accurate picture of this market. Population maps show where the people live. Income and business volume maps show where wealth and business are concentrated. A freight service map shows how to reach the important centers most effectively.

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Count

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Dallas

Shelby

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Tarrant

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Pulask

El Pas

Hinds

Wichit

Nueces

Sebast

Jeffers

Travis

Mississ

Camer

McLen

Madis

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Washin

Leflore

Ouach

Coahon

Sunflow

Harris

Lee, Mi

Lauder

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DALLAS

POPULATION

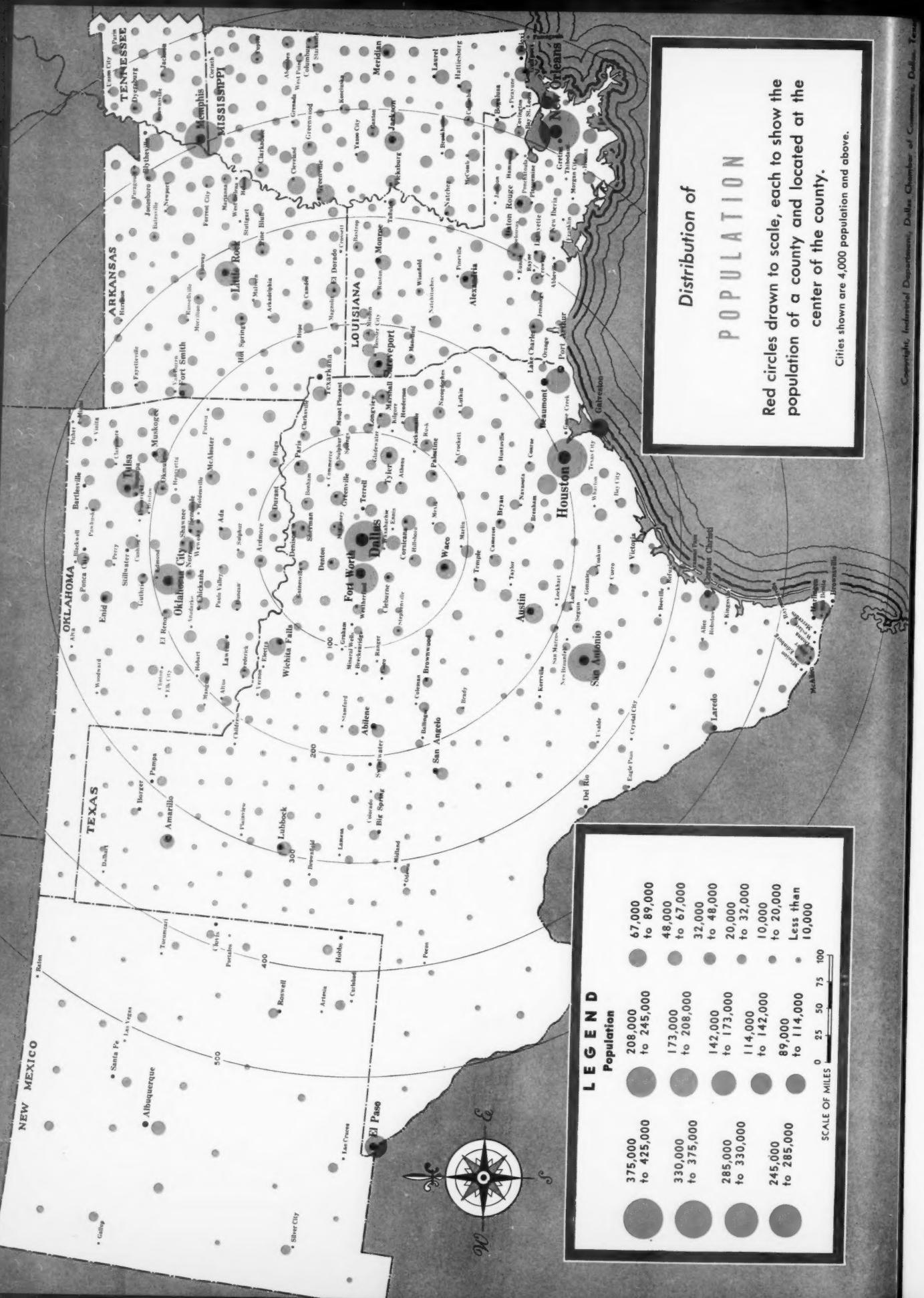
Red circles drawn to scale, each to show the population of a county and located at the center of the county.

Cities shown are 4,000 population and above.

LEGEND

375,000 to 425,000	208,000 to 245,000	67,000 to 89,000
330,000 to 375,000	173,000 to 208,000	48,000 to 67,000
285,000 to 330,000	142,000 to 173,000	32,000 to 48,000
245,000 to 285,000	114,000 to 142,000	20,000 to 32,000
208,000 to 245,000	89,000 to 114,000	10,000 to 20,000
Less than 10,000		

SCALE OF MILES 0 25 50 75 100



Population Centers

The 100 counties listed below represent 14.6 per cent of the total area of the Dallas Southwest shown on the map opposite. In them is concentrated 48.5 per cent of its population.

County and State	Population		Leading City	County and State	Population		Leading City
	Per Sq. Mi.	Total			Per Sq. Mi.	Total	
Orleans, La.	2,523	494,537	New Orleans	Phillips, Ark.	66	45,970	Helena
Dallas, Texas	464	398,564	Dallas	Iberia, La.	63	37,183	New Iberia
Shelby, Tenn.	447	358,250	Memphis	Lubbock, Tex.	60	51,782	Lubbock
Tulsa, Okla.	350	193,363	Tulsa	Creek, Okla.	58	55,503	Sapulpa
Oklahoma, Okla.	340	244,159	Oklahoma City	Potter, Tex.	58	54,265	Amarillo
Harris, Tex.	320	528,961	Houston	Harrison, Tex.	58	50,900	Marshall
Bexar, Tex.	268	338,176	San Antonio	Bowie, Tex.	58	50,208	Texarkana
Tarrant, Tex.	250	225,521	Fort Worth	Tangipahoa, La.	58	45,519	Hammond
Galveston, Tex.	205	81,173	Galveston	Bernalillo, N. M.	57	69,391	Albuquerque
Pulaski, Ark.	200	156,085	Little Rock	St. Francis, Ark.	57	36,043	Forrest City
E. Baton Rouge, La.	194	88,415	Baton Rouge	Garland, Ark.	56	41,664	Hot Springs
Gregg, Tex.	186	58,027	Longview	Hunt, Tex.	55	48,793	Greenville
Caddo, La.	171	150,203	Shreveport	Pontotoc, Okla.	55	39,792	Ada
Jefferson, Tex.	158	145,329	Beaumont	Rapides, La.	54	73,370	Alexandria
Lafayette, La.	157	43,941	Lafayette	Collin, Tex.	54	47,190	McKinney
El Paso, Tex.	142	131,067	El Paso	Lamar, Tex.	53	50,425	Paris
Hinds, Miss.	125	107,273	Jackson	Payne, Okla.	53	36,057	Stillwater
Wichita, Tex.	122	73,607	Wichita Falls	Calcasieu, La.	52	56,506	Lake Charles
Nueces, Tex.	119	92,661	Corpus Christi	Rusk, Tex.	52	51,023	Henderson
Sebastian, Ark.	118	62,809	Fort Smith	Carter, Okla.	52	43,292	Ardmore
Jefferson, La.	118	50,427	Gretna	Kay, Okla.	50	47,084	Ponca City
Travis, Tex.	111	111,053	Austin	Ellis, Tex.	49	47,733	Waxahachie
Mississippi, Ark.	101	80,217	Blytheville	Taylor, Tex.	49	57,147	Abilene
Cameron, Tex.	99	83,202	Brownsville	Fannin, Tex.	49	41,064	Bonham
McLennan, Tex.	98	101,898	Waco	Monroe, Miss.	49	37,648	Aberdeen
Madison, Tenn.	98	54,115	Jackson	Navarro, Tex.	48	51,308	Corsicana
Seminole, Okla.	97	61,201	Seminole	Union, Ark.	48	50,461	El Dorado
Washington, Miss.	93	67,576	Greenville	Avoyelles, La.	46	39,256	Bunkie
Leflore, Miss.	93	53,406	Greenwood	Kaufman, Tex.	46	38,308	Terrell
Ouachita, La.	92	59,168	Monroe	Yazoo, Miss.	44	40,091	Yazoo City
Coahoma, Miss.	91	48,333	Clarksdale	Garfield, Okla.	43	45,484	Enid
Sunflower, Miss.	90	61,007	Indianola	Washington, Ark.	43	41,114	Fayetteville
Harrison, Miss.	89	50,799	Biloxi	Crerrokee, Tex.	42	43,970	Jacksonville
Lee, Miss.	88	38,838	Tupelo	Benton, Ark.	42	36,148	Rogers
Lauderdale, Miss.	83	58,247	Meridian	Bell, Tex.	41	44,863	Temple
Muskogee, Okla.	81	65,914	Muskogee	Bryan, Okla.	41	38,138	Durant
Bolivar, Miss.	79	67,574	Cleveland	Hill, Tex.	40	38,355	Hillsboro
Smith, Tex.	75	69,090	Tyler	Lafourche, La.	39	38,615	Thibodaux
St. Landry, La.	74	71,481	Opelousas	Anderson, Tex.	39	37,092	Palestine
Grayson, Tex.	74	69,499	Sherman	Williamson, Tex.	37	41,698	Georgetown
Crittenden, Ark.	73	42,473	West Memphis	Grady, Okla.	37	41,116	Chickasha
Jefferson, Ark.	72	65,101	Pine Bluff	Pittsburg, Okla.	36	48,985	McAlester
Okmulgee, Okla.	72	50,101	Okmulgee	Comanche, Okla.	36	38,988	Lawton
Jones, Miss.	71	49,227	Laurel	White, Ark.	36	37,176	Searcy
Gibson, Tenn.	71	44,835	Humboldt	Caddo, Okla.	32	41,567	Anadarko
Acadia, La.	71	46,260	Crowley	Natchitoches, La.	32	40,997	Natchitoches
Pottawatomie, Okla.	69	54,377	Shawnee	Tom Green, Tex.	27	39,302	San Angelo
Craighead, Ark.	69	47,200	Jonesboro	McCurtain, Okla.	22	41,318	Idabel
Warren, Miss.	69	39,595	Vicksburg	Osage, Okla.	18	41,502	Pawhuska
Hidalgo, Tex.	68	106,059	McAllen	Webb, Tex.	14	45,916	Laredo

Source: U. S. Bureau of the Census.

In the
their

County

Orlean
Dallas
Oklaho
Tulsa,
Harris

Shelby
Bexar,
Tarrant
Galveston
Pulaski

El Pas
Gregg,
Jeffers
E. Batc
Wichit

Nueces
Sebasti
Lafaye
Caddo,
Camere

Jefferso
Travis,
Semin
McLen
Ottawa

Harris
Mississ
Hidalgo
Grayso
Washin

Craigie
Pottaw
Madiso
Hinds,
Musko

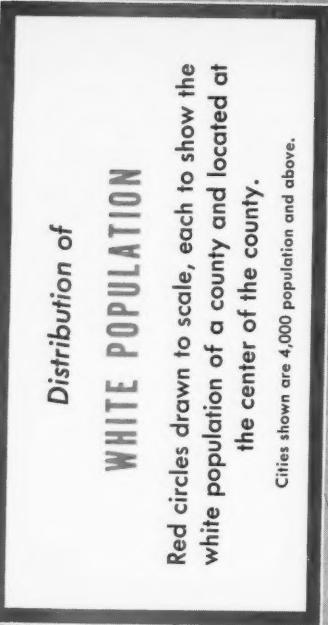
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Acadia
Lubbo
Gibson,
Bernal

Potter,
Okmulg
Green,
Pontot
Lauder

Creek, C
Smith, T
Garland
Jones, M
Payne, C

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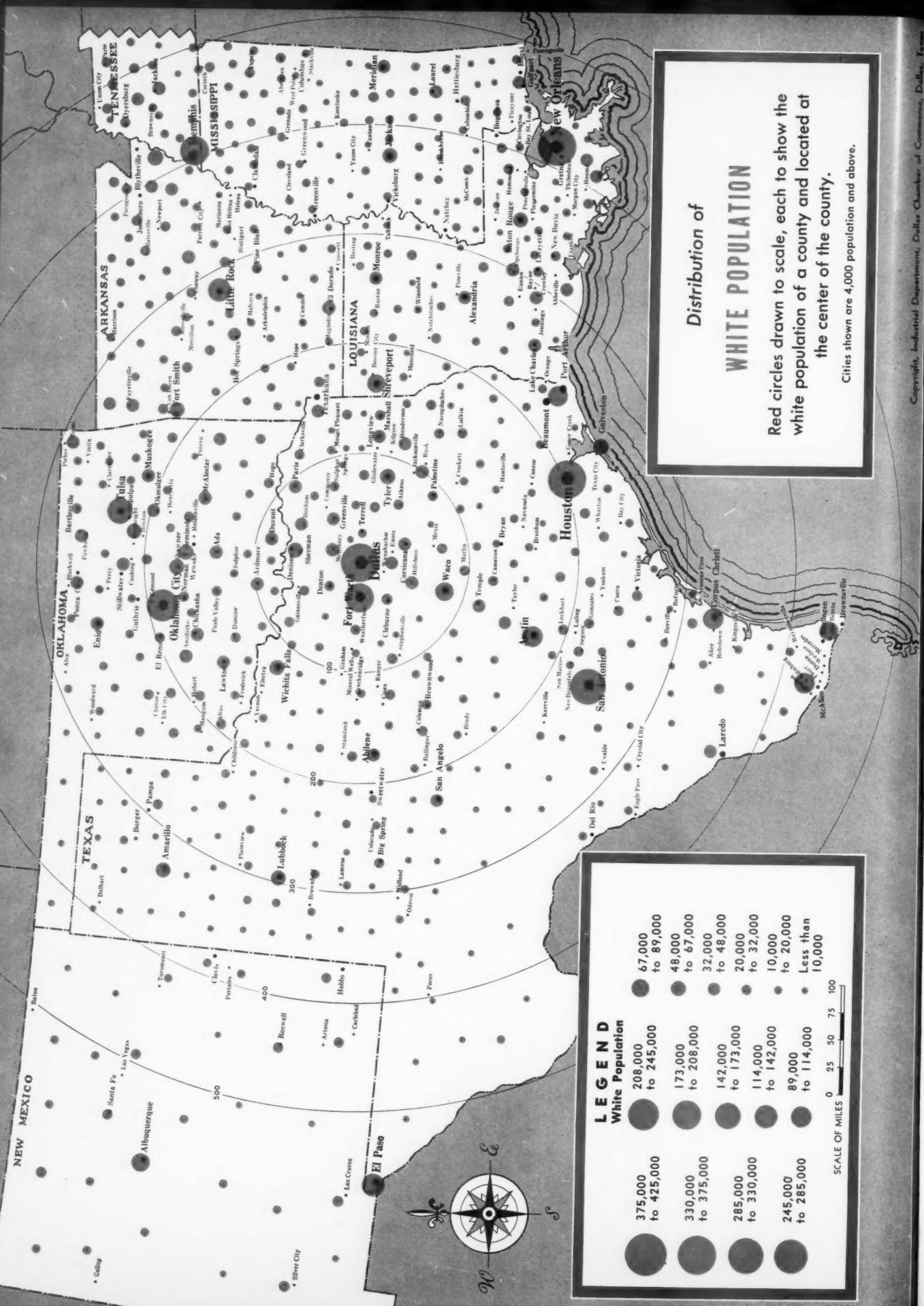
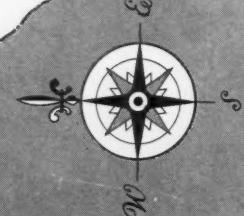
DALLAS



LEGEND
White Population

375,000 to 425,000	208,000 to 245,000	67,000 to 89,000
330,000 to 375,000	173,000 to 208,000	48,000 to 67,000
285,000 to 330,000	142,000 to 173,000	32,000 to 48,000
245,000 to 285,000	114,000 to 142,000	20,000 to 32,000
	89,000 to 114,000	10,000 to 20,000
		Less than 10,000

SCALE OF MILES 0 25 50 75 100

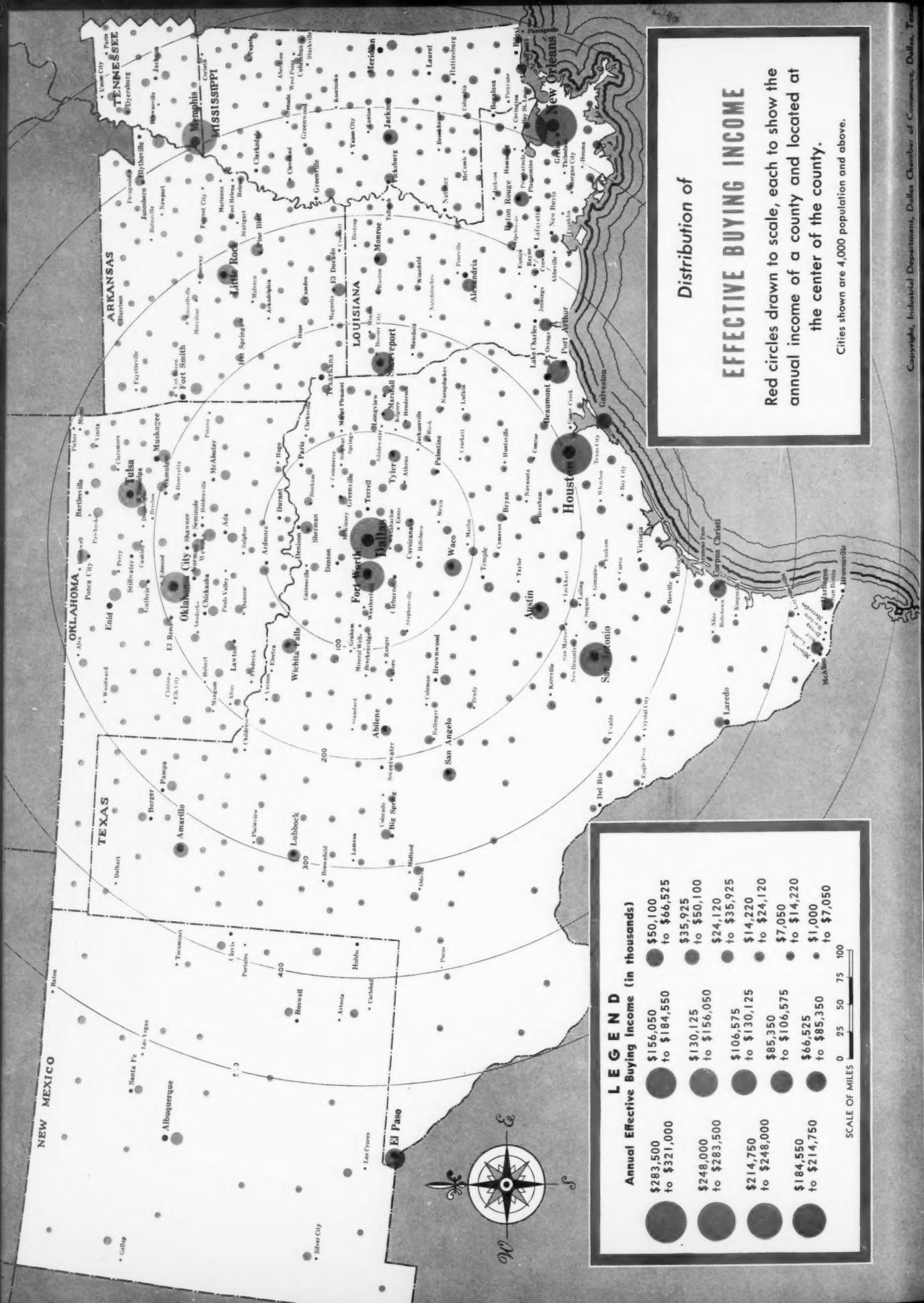


White Population Centers

In the Southwest buying power follows white population. In the 100 counties below, arranged in the order of their density of white population, is concentrated, in 15 per cent of the area, 50 per cent of the white population.

County and State	White Population		Leading City	County and State	White Population		Leading City
	Per Sq. Mi.	Total			Per Sq. Mi.	Total	
Orleans, La.	1,759	344,775	New Orleans	Collin, Tex.	49	43,214	McKinney
Dallas, Tex.	392	336,851	Dallas	Kay, Okla.	48	44,922	Ponca City
Oklahoma, Okla.	308	220,875	Okl. City	Hunt, Tex.	48	42,503	Greenville
Tulsa, Okla.	297	173,752	Tulsa	Taylor, Tex.	47	42,493	Abilene
Harris, Tex.	257	424,819	Houston	Carter, Okla.	46	37,825	Ardmore
Shelby, Tenn.	253	202,955	Memphis	Poinsett, Ark.	46	32,973	Trumann
Bexar, Tex.	250	316,320	San Antonio	Lamar, Tex.	44	41,210	Paris
Tarrant, Tex.	218	196,966	Fort Worth	Fannin, Tex.	44	36,731	Bonham
Galveston, Tex.	160	63,378	Galveston	Clay, Ark.	44	28,384	Piggott
Pulaski, Ark.	145	112,877	Little Rock	Washington, Ark.	43	40,676	Fayetteville
El Paso, Tex.	139	128,074	El Paso	Garfield, Okla.	42	44,311	Enid
Gregg, Tex.	139	43,584	Longview	Benton, Ark.	42	36,061	Rogers
Jefferson, Tex.	121	111,452	Beaumont	San Patricio, Tex.	42	28,111	Aransas Pass
E. Baton Rouge, La.	120	54,774	Baton Rouge	Rusk, Tex.	40	35,277	Henderson
Wichita, Tex.	114	69,118	Wichita Falls	Bowie, Tex.	40	34,696	Texarkana
Nueces, Tex.	113	87,248	Corpus Christi	St. Landry, La.	39	37,660	Opelousas
Sebastian, Ark.	110	58,091	Fort Smith	Tangipahoa, La.	39	30,476	Hammond
Lafayette, La.	104	29,833	Lafayette	Johnson, Tex.	39	28,826	Cleburne
Caddo, La.	98	86,363	Shreveport	Calcasieu, La.	38	41,544	Lake Charles
Cameron, Tex.	98	82,299	Brownsville	Ellis, Tex.	38	37,038	Waxahachie
Jefferson, La.	98	41,834	Gretna	Bryan, Okla.	38	35,090	Durant
Travis, Tex.	91	91,458	Austin	Bell, Tex.	37	39,633	Temple
Seminole, Okla.	82	51,917	Seminole	Navarro, Tex.	37	38,579	Corsicana
McLennan, Tex.	78	82,381	Waco	Garvin, Okla.	36	29,213	Pauls Valley
Ottawa, Okla.	72	34,416	Miami	Grady, Okla.	35	38,970	Chickasha
Harrison, Miss.	71	40,742	Biloxi	Hill, Tex.	35	33,268	Hillsboro
Mississippi, Ark.	69	55,117	Blytheville	Van Zandt, Tex.	35	28,956	Wills Point
Hidalgo, Tex.	68	105,365	McAllen	Kaufman, Tex.	35	27,782	Terrell
Grayson, Tex.	67	62,681	Sherman	Rapides, La.	34	46,458	Alexandria
Washington, Okla.	67	28,411	Bartlesville	White, Ark.	34	35,564	Searcy
Craighead, Ark.	66	45,558	Jonesboro	Stephens, Okla.	34	30,546	Duncan
Pottawatomie, Okla.	65	51,172	Shawnee	Hopkins, Tex.	34	27,230	Sulphur Springs
Madison, Tenn.	63	34,621	Jackson	Comanche, Okla.	33	35,879	Lawton
Hinds, Miss.	60	51,826	Jackson	Lafourche, La.	33	32,659	Thibodaux
Muskogee, Okla.	60	48,949	Muskogee	Denton, Tex.	33	31,463	Denton
Ouachita, La.	59	38,141	Monroe	Pittsburg, Okla.	32	43,544	McAlester
Acadia, La.	59	37,941	Crowley	Eastland, Tex.	32	29,822	Cisco
Lubbock, Tex.	56	48,707	Lubbock	Jefferson, Ark.	32	29,079	Pine Bluff
Gibson, Tenn.	56	35,612	Humboldt	Williamson, Tex.	31	34,879	Georgetown
Bernalillo, N. M.	55	66,881	Albuquerque	Union, Ark.	31	32,625	El Dorado
Potter, Tex.	55	51,516	Amarillo	Cherokee, Tex.	30	31,403	Jacksonville
Okmulgee, Okla.	54	37,872	Okmulgee	Angelina, Tex.	29	27,341	Lufkin
Green, Ark.	54	30,148	Paragould	Vermilion, La.	27	32,706	Abbeville
Pontotoc, Okla.	52	37,894	Ada	Le Flore, Okla.	26	42,799	Poteau
Lauderdale, Miss.	51	35,435	Meridian	Tom Green, Tex.	26	37,174	San Angelo
Creek, Okla.	50	48,037	Sapulpa	Caddo, Okla.	21	37,337	Anadarko
Smith, Tex.	50	46,787	Tyler	Osage, Okla.	17	37,996	Pawhuska
Garland, Ark.	50	36,595	Hot Springs	McCurtain, Okla.	17	30,995	Idabel
Jones, Miss.	50	35,061	Laurel	Santa Fe, N. M.	16	29,987	Santa Fe
Payne, Okla.	50	34,246	Stillwater	Webb, Tex.	11	33,935	Laredo

Source: U. S. Bureau of the Census.



The 10

County

Harris,
Dallas,
Orleans
Shelby,
Bexar,

Tarrant
Oklahoma
Tulsa, C
Caddo,
Jeffers

Pulaski
El Paso
Travis
Nueces
McLennan

Galves
Wichit
E. Batc
Hinds,
Potter,

Bernal
Lubbo
Gregg,
Smith,
Sebast

Calcas
Missis
Musko
Garfie
Ouach

Hidalgo
Grayson
Tom G.
Kay, G.
Jeffers

Camer
Rapid
Semin
Pottaw
Union

Taylor Creek Garland Okmu Wash

Hunt,
Payne
Madis
Rusk,
Gray,
Source

PALL

Principal Income Centers

The 100 counties listed below represent in area 16.2 per cent of the region shown on the map opposite. In these 100 counties are concentrated 66.1 per cent of the effective buying income of the area.

County and State	Principal City	Annual Income	County and State	Principal City	Annual Income
Harris, Tex.	Houston	\$306,112,000	Lauderdale, Miss.	Meridian	\$17,340,000
Dallas, Tex.	Dallas	301,248,000	Washington, Miss.	Greenville	17,273,000
Orleans, La.	New Orleans	292,899,000	Carter, Okla.	Ardmore	17,058,000
Shelby, Tenn.	Memphis	221,324,000	Bowie, Tex.	Texarkana	17,020,000
Bexar, Tex.	San Antonio	192,592,000	Webb, Tex.	Laredo	16,859,000
Tarrant, Tex.	Fort Worth	174,127,000	Bell, Tex.	Temple	16,826,000
Oklahoma, Okla.	Oklahoma City	162,165,000	Harrison, Miss.	Biloxi	16,479,000
Tulsa, Okla.	Tulsa	138,120,000	Ellis, Tex.	Waxahachie	15,877,000
Caddo, La.	Shreveport	88,905,000	Navarro, Tex.	Corsicana	15,781,000
Jefferson, Tex.	Beaumont	87,008,000	Warren, Miss.	Vicksburg	15,779,000
Pulaski, Ark.	Little Rock	77,132,000	Pontotoc, Okla.	Ada	15,603,000
El Paso, Tex.	El Paso	69,959,000	Comanche, Okla.	Lawton	15,586,000
Travis, Tex.	Austin	60,112,000	Grady, Okla.	Chickasha	15,362,000
Nueces, Tex.	Corpus Christi	55,231,000	Lamar, Tex.	Paris	15,303,000
McLennan, Tex.	Waco	50,010,000	Osage, Okla.	Pawhuska	15,211,000
Galveston, Tex.	Galveston	49,391,000	Craighead, Ark.	Jonesboro	15,207,000
Wichita, Tex.	Wichita Falls	47,130,000	Pittsburg, Okla.	McAlester	15,057,000
E. Baton Rouge, La.	Baton Rouge	46,041,000	Harrison, Tex.	Marshall	14,784,000
Hinds, Miss.	Jackson	43,296,000	Howard, Tex.	Big Spring	15,549,000
Potter, Tex.	Amarillo	43,285,000	Williamson, Tex.	Georgetown	14,523,000
Bernalillo, N. M.	Albuquerque	34,630,000	Wharton, Tex.	Wharton	14,520,000
Lubbock, Tex.	Lubbock	34,561,000	Ector, Tex.	Odessa	13,943,000
Gregg, Tex.	Longview	32,783,000	Santa Fe, N. M.	Santa Fe	13,155,000
Smith, Tex.	Tyler	32,556,000	Forrest, Miss.	Hattiesburg	13,110,000
Sebastian, Ark.	Fort Smith	32,407,000	Denton, Tex.	Denton	13,098,000
Calcasieu, La.	Lake Charles	31,411,000	Jefferson, La.	Gretna	13,025,000
Mississippi, Ark.	Blytheville	31,314,000	Leflore, Miss.	Greenwood	13,015,000
Muskogee, Okla.	Muskogee	30,750,000	St. Landry, La.	Opelousas	12,938,000
Garfield, Okla.	Enid	30,301,000	Chaves, N. M.	Roswell	12,804,000
Ouachita, La.	Monroe	28,267,000	Caddo, Okla.	Anadarko	12,676,000
Hidalgo, Tex.	McAllen	28,078,000	Victoria, Tex.	Victoria	12,654,000
Grayson, Tex.	Sherman	27,284,000	Logan, Okla.	Guthrie	12,353,000
Tom Green, Tex.	San Angelo	26,680,000	Collin, Tex.	McKinney	12,310,000
Kay, Okla.	Ponca City	26,550,000	Lafayette, La.	Lafayette	12,221,000
Jefferson, Ark.	Pine Bluff	26,172,000	San Patricio, Tex.	Aransas Pass	12,191,000
Cameron, Tex.	Brownsville	25,744,000	Canadian, Okla.	El Reno	12,182,000
Rapides, La.	Alexandria	25,580,000	Brazos, Tex.	Bryan	12,038,000
Seminole, Okla.	Seminole	25,460,000	Bolivar, Miss.	Cleveland	11,999,000
Pottawatomie, Okla.	Shawnee	24,904,000	Curry, N. M.	Clovis	11,890,000
Union, Ark.	El Dorado	24,698,000	Lea, N. M.	Hobbs	11,858,000
Taylor, Tex.	Abilene	21,189,000	Ottawa, Okla.	Miami	11,806,000
Creek, Okla.	Sapulpa	21,080,000	Coahoma, Miss.	Clarksville	11,727,000
Garland, Ark.	Hot Springs	19,897,000	Kaufman, Tex.	Terrell	11,681,000
Okmulgee, Okla.	Okmulgee	19,295,000	Jones, Miss.	Laurel	11,628,000
Washington, Okla.	Bartlesville	19,206,000	Hutchinson, Tex.	Borger	11,519,000
Hunt, Tex.	Greenville	18,367,000	Acadia, La.	Crowley	11,483,000
Payne, Okla.	Stillwater	18,117,000	Eastland, Tex.	Cisco	11,420,000
Madison, Tenn.	Jackson	17,871,000	Cherokee, Tex.	Jacksonville	11,350,000
Rusk, Tex.	Henderson	17,613,000	Phillips, Ark.	Helena	11,301,000
Gray, Tex.	Pampa	17,450,000	Brown, Tex.	Brownwood	11,193,000

Source: *Sales Management*.

The

Count

Harris
Dallas
Orlean
Shelby
Bexar

Oklaho
Tarran
Tulsa,
Jeffers
Caddo

Pulask
El Pas
Travis
Nueces
E. Bat

Hinds,
Galves
McLenn
Wichit
Potter,

Bernali
Lubbock
Gregg,
Ouach
Smith,

Hidalgo
Grayson
Garfield
Camer
Sebasti

Tom G
Taylor,
Calcasi
Musko
Rapides

Mississ
Kay, O
Seminol
Pottawa
Jefferso

Lauder
Union, A
Madison
Washing
Garland

Bowie, T
Harrison
Hunt, T
Creek, C
Rusk, Te

Source:

DALLAS

Copyright, Industrial Department, Dallas Chamber of Commerce, Dallas, Texas.

RETAIL SALES

Red circles drawn to scale, each to show the annual retail sales of a county and located at the center of the county.

Cities shown are 4,000 population and above.

LEGEND

Annual Retail Sales (in thousands)

\$188,000 to \$215,000	\$104,000 to \$123,000	\$33,000 to \$44,000
\$165,000 to \$188,000	\$87,000 to \$104,000	\$24,000 to \$33,000
\$143,000 to \$165,000	\$71,000 to \$87,000	\$16,000 to \$24,000
\$123,000 to \$143,000	\$57,000 to \$71,000	\$10,000 to \$16,000
	\$44,000 to \$57,000	\$5,000 to \$10,000
		\$1,000 to \$5,000

SCALE OF MILES



Principal Retail Centers

The 100 counties listed below represent 16.8 per cent of the total area of the map on the opposite page. They account for 65.3 per cent of the annual retail sales of the region.

County and State	Principal City	Retail Sales	County and State	Principal City	Retail Sales
Harris, Tex.	Houston	\$219,489,000	Payne, Okla.	Stillwater	\$10,944,000
Dallas, Tex.	Dallas	193,374,000	Webb, Tex.	Laredo	10,712,000
Orleans, La.	New Orleans	160,018,000	Oklmulgee, Okla.	Oklmulgee	10,622,000
Shelby, Tenn.	Memphis	144,099,000	Bell, Tex.	Temple	10,474,000
Bexar, Tex.	San Antonio	133,112,000	Gray, Tex.	Pampa	10,447,000
Oklahoma, Okla.	Oklahoma City	102,562,000	Comanche, Okla.	Lawton	10,391,000
Tarrant, Tex.	Fort Worth	102,021,000	Pontotoc, Okla.	Ada	10,341,000
Tulsa, Okla.	Tulsa	79,645,000	Howard, Tex.	Big Spring	10,085,000
Jefferson, Tex.	Beaumont	55,869,000	St. Landry, La.	Opelousas	10,016,000
Caddo, La.	Shreveport	53,371,000	Leflore, Miss.	Greenwood	9,992,000
Pulaski, Ark.	Little Rock	52,289,000	Washington, Okla.	Bartlesville	9,869,000
El Paso, Tex.	El Paso	43,570,000	Navarro, Tex.	Corsicana	9,659,000
Travis, Tex.	Austin	41,909,000	Ellis, Tex.	Waxahachie	9,633,000
Nueces, Tex.	Corpus Christi	38,306,000	Jefferson, La.	Gretna	9,463,000
E. Baton Rouge, La.	Baton Rouge	35,703,000	Harrison, Tex.	Marshall	9,398,000
Hinds, Miss.	Jackson	32,845,000	Carter, Okla.	Ardmore	9,373,000
Galveston, Tex.	Galveston	31,376,000	Ector, Tex.	Odessa	9,257,000
McLennan, Tex.	Waco	30,485,000	Forrest, Miss.	Hattiesburg	9,213,000
Wichita, Tex.	Wichita Falls	30,467,000	Lamar, Tex.	Paris	9,189,000
Potter, Tex.	Amarillo	27,397,000	Santa Fe, N. M.	Santa Fe	8,987,000
Bernalillo, N. M.	Albuquerque	26,388,000	Chaves, N. M.	Roswell	8,907,000
Lubbock, Tex.	Lubbock	23,731,000	Williamson, Tex.	Georgetown	8,871,000
Gregg, Tex.	Longview	22,893,000	Lea, N. M.	Hobbs	8,863,000
Ouachita, La.	Monroe	20,769,000	Victoria, Tex.	Victoria	8,842,000
Smith, Tex.	Tyler	20,215,000	Jones, Miss.	Laurel	8,780,000
Hidalgo, Tex.	McAllen	20,136,000	Curry, N. M.	Clovis	8,723,000
Grayson, Tex.	Sherman	18,443,000	Wharton, Tex.	Wharton	8,723,000
Garfield, Okla.	Enid	18,224,000	Bolivar, Miss.	Cleveland	8,721,000
Cameron, Tex.	Brownsville	18,202,000	Denton, Tex.	Denton	8,653,000
Sebastian, Ark.	Fort Smith	17,599,000	Osage, Okla.	Pawhuska	8,614,000
Tom Green, Tex.	San Angelo	16,515,000	Lafayette, La.	Lafayette	8,610,000
Taylor, Tex.	Abilene	16,472,000	Pittsburg, Okla.	McAlester	8,569,000
Calcasieu, La.	Lake Charles	16,365,000	Warren, Miss.	Vicksburg	8,520,000
Muskogee, Okla.	Muskogee	16,002,000	Washington, Ark.	Fayetteville	8,516,000
Rapides, La.	Alexandria	15,696,000	Eddy, N. M.	Carlsbad	8,443,000
Mississippi, Ark.	Blytheville	15,467,000	Grady, Okla.	Chickasha	8,422,000
Kay, Okla.	Ponca City	14,723,000	Collin, Tex.	McKinney	8,345,000
Seminole, Okla.	Seminole	13,993,000	Coahoma, Miss.	Clarksdale	8,298,000
Pottawatomie, Okla.	Shawnee	13,766,000	Brazos, Tex.	Bryan	8,271,000
Jefferson, Ark.	Pine Bluff	13,207,000	San Patricio, Tex.	Aransas Pass	7,963,000
Lauderdale, Miss.	Meridian	13,180,000	Terrebonne, La.	Houma	7,910,000
Union, Ark.	El Dorado	12,972,000	Craighead, Ark.	Jonesboro	7,783,000
Madison, Tenn.	Jackson	12,737,000	Tangipahoa, La.	Hammond	7,716,000
Washington, Miss.	Greenville	12,209,000	Brown, Tex.	Brownwood	7,591,000
Garland, Ark.	Hot Springs	11,965,000	Ottawa, Okla.	Miami	7,542,000
Bowie, Tex.	Texarkana	11,896,000	Hale, Tex.	Plainview	7,507,000
Harrison, Miss.	Biloxi	11,640,000	Caddo, Okla.	Anadarko	7,505,000
Hunt, Tex.	Greenville	11,387,000	Dyer, Tenn.	Dyersburg	7,419,000
Creek, Okla.	Sapulpa	11,264,000	Fort Bend, Tex.	Rosenberg	7,394,000
Rusk, Tex.	Henderson	11,016,000	Lafourche, La.	Thibodaux	7,379,000

Source: *Sales Management*.

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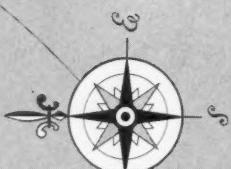
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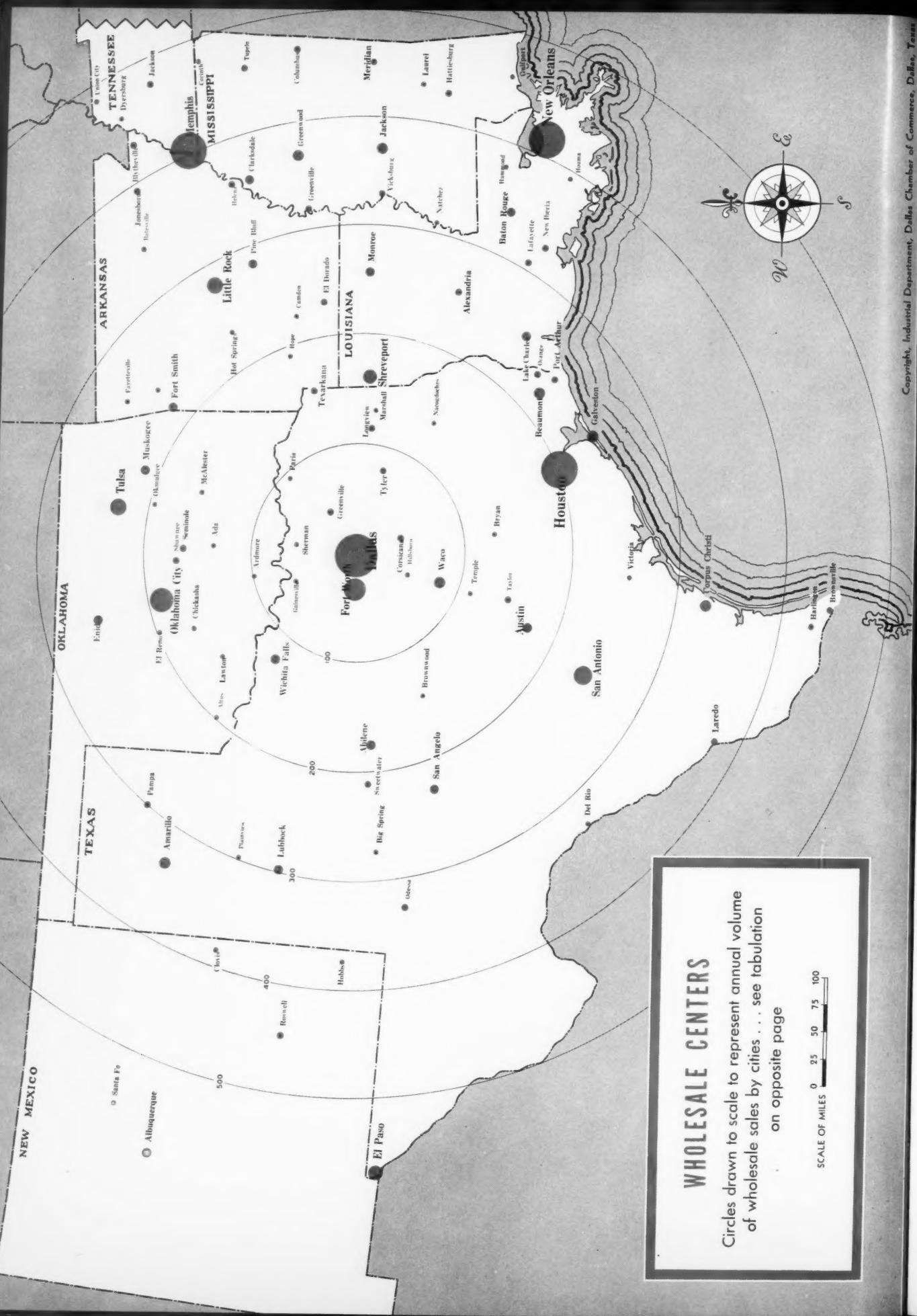
DALLA



WHOLESALE CENTERS

Circles drawn to scale to represent annual volume
of wholesale sales by cities . . . see tabulation
on opposite page

SCALE OF MILES 0 25 50 75 100



Leading Wholesale Centers

Below are listed the leading wholesale centers in the order of their annual sales volume. These hundred cities account for 90 per cent of the total wholesale business of the area shown on the map opposite.

City and State	Wholesale Sales	City and State	Wholesale Sales
Dallas, Tex.	\$574,353,000	Seminole, Okla.	\$6,967,000
Houston, Tex.	464,314,000	Lafayette, La.	6,829,000
New Orleans, La.	445,875,000	Helena, Ark.	6,670,000
Memphis, Tenn.	444,051,000	Shawnee, Okla.	6,288,000
Oklahoma City, Okla.	207,303,000	Orange, Tex.	6,179,000
Fort Worth, Tex.	171,370,000	Roswell, N. M.	6,103,000
San Antonio, Tex.	121,655,000	New Iberia, La.	5,945,000
Tulsa, Okla.	80,864,000	Corsicana, Tex.	5,883,000
Little Rock, Ark.	74,407,000	Taylor, Tex.	5,832,000
Shreveport, La.	68,126,000	Columbus, Miss.	5,613,000
El Paso, Tex.	58,128,000	Port Arthur, Tex.	5,202,000
Corpus Christi, Tex.	46,181,000	Brownwood, Tex.	5,099,000
Waco, Tex.	43,767,000	Hobbs, N. M.	4,993,000
Greenwood, Miss.	43,209,000	Santa Fe, N. M.	4,822,000
Jackson, Miss.	38,104,000	Ardmore, Okla.	4,820,000
Amarillo, Tex.	34,671,000	Temple, Tex.	4,800,000
Beaumont, Tex.	32,427,000	Houma, La.	4,754,000
Galveston, Tex.	27,073,000	Natchez, Miss.	4,690,000
Abilene, Tex.	25,404,000	Bryan, Tex.	4,572,000
Fort Smith, Ark.	25,078,000	McAlester, Okla.	4,546,000
Austin, Tex.	21,219,000	Gulfport, Miss.	4,507,000
Lake Charles, La.	20,522,000	Laurel, Miss.	4,493,000
Lubbock, Tex.	20,048,000	Paris, Tex.	4,455,000
Albuquerque, N. M.	19,783,000	Lawton, Okla.	4,379,000
San Angelo, Tex.	19,418,000	Dyersburg, Tenn.	4,354,000
Enid, Okla.	18,118,000	Fayetteville, Ark.	4,341,000
Monroe, La.	17,678,000	Ada, Okla.	4,283,000
Baton Rouge, La.	16,490,000	Del Rio, Tex.	4,157,000
Wichita Falls, Tex.	14,973,000	Union City, Tenn.	3,996,000
Pine Bluff, Ark.	14,786,000	Sherman, Tex.	3,914,000
Clarksdale, Miss.	14,701,000	Hot Springs, Ark.	3,781,000
Muskogee, Okla.	14,363,000	Hammond, La.	3,778,000
Texarkana, Tex.-Ark.	11,941,000	Hillsboro, Tex.	3,750,000
Meridian, Miss.	11,854,000	Harlingen, Tex.	3,597,000
Tyler, Tex.	11,847,000	Big Spring, Tex.	3,594,000
Greenville, Miss.	11,718,000	Clovis, N. M.	3,531,000
Vicksburg, Miss.	10,535,000	Brownsville, Tex.	3,461,000
Greenville, Tex.	10,305,000	Batesville, Ark.	3,278,000
Pampa, Tex.	10,271,000	Altus, Okla.	3,238,000
Odessa, Tex.	9,987,000	Gainesville, Tex.	3,172,000
Sweetwater, Tex.	9,493,000	Marshall, Tex.	3,142,000
Laredo, Tex.	9,274,000	Plainview, Tex.	3,112,000
Longview, Tex.	9,082,000	Hope, Ark.	3,072,000
Alexandria, La.	9,065,000	Corinth, Miss.	2,911,000
El Dorado, Ark.	8,577,000	Okmulgee, Okla.	2,900,000
Blytheville, Ark.	8,274,000	Nacogdoches, Tex.	2,880,000
Jackson, Tenn.	8,096,000	El Reno, Okla.	2,870,000
Hattiesburg, Miss.	7,919,000	Camden, Ark.	2,862,000
Jonesboro, Ark.	7,233,000	Victoria, Tex.	2,812,000
Tupelo, Miss.	7,219,000	Chickasha, Okla.	2,759,000

Source: *Sales Management*.

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Oil Production

Circles drawn to scale to indicate annual production of various districts.

Oil areas shown produce 63 per cent of the Nation's petroleum.

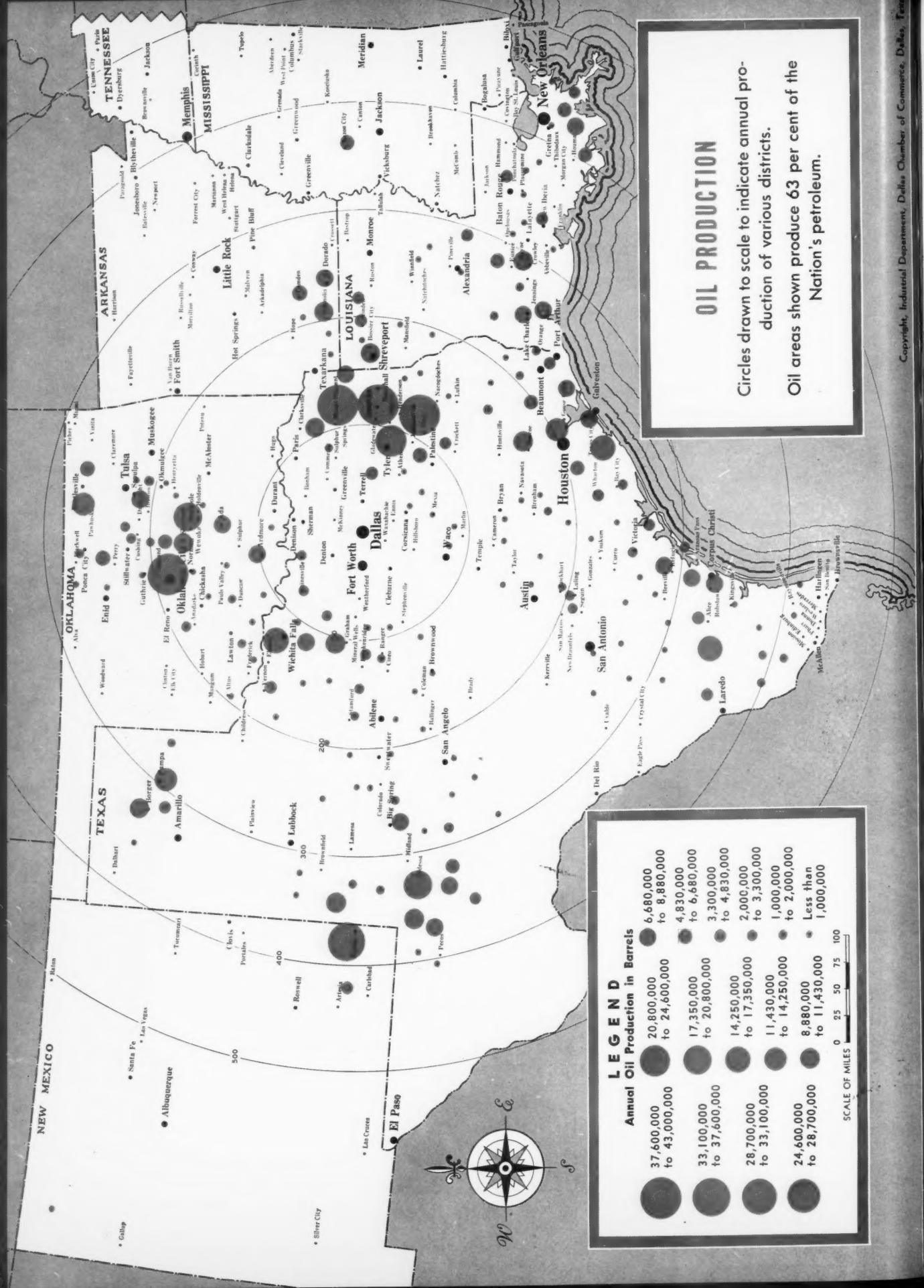
LEGEND

Annual Oil Production in Barrels

37,600,000 to 43,000,000	20,800,000 to 24,600,000	6,600,000 to 8,800,000
33,100,000 to 37,600,000	17,350,000 to 20,800,000	4,830,000 to 6,680,000
28,700,000 to 33,100,000	14,250,000 to 17,350,000	3,300,000 to 4,830,000
24,600,000 to 28,700,000	11,430,000 to 14,250,000	2,000,000 to 3,300,000
		1,000,000 to 2,000,000
		Less than 1,000,000

MILES

SCALE OF MILES



World's Greatest Petroleum Region

STATES embraced within the boundaries of the Dallas Southwest constitute the world's greatest oil-producing region. On the page opposite is a map showing the location of the principal fields, with circles drawn to scale to represent the importance of each field in annual yield.

Fields shown on the map produce 63 per cent of the Nation's petroleum, 67 per cent of its natural gas. Their wells are more rigidly prorated than in any other oil-producing district. Eighty-two per cent of the Nation's proven petroleum reserves are in the Southwest, which is capable of producing many times its present output.

Texas Leading State

Texas is the most important of all the oil States, producing, even under strict proration, 40 per cent of the Nation's annual output, and holding within its borders 53 per cent of the proven reserves.

As the map shows, Dallas occupies a central, strategic position in the very heart of this greatest of all petroleum areas. Its location, transportation facilities, financial importance and attractions as a residential city have caused many producing and supply companies to locate their executive offices in Dallas.

Every field of importance may be reached overnight, with freight shipments arriving in most cases the first morning, and no field is further away than second morning delivery. Many of the important oil field points are accessible in from two to four hours by automobile, and all may be reached from within a few minutes to a few hours by air, with regular commercial airline schedules to all the larger cities.

Permanent Oil Center

Outstanding characteristic of the development of Dallas as an oil center is its permanence. Companies that have located in Dallas did so not because of nearby production or its convenience to any particular field or area, but because of its central location with respect to all fields.

Dallas has acquired none of the offices that producing and supply companies usually locate in the

nearest center to a newly discovered field, and maintain only so long as that field is active. Headquarters offices have been located in Dallas, to supervise operations in all the fields of the Southwest and are permanent additions to the city.

No Boom Growth

Dallas is the only major petroleum center that has never had an oil boom. From the earliest days of the industry one city after another has claimed to be the "oil capital", and the "capital" has shifted from place to place as new discoveries were made and old fields abandoned.

Dallas has never had any important discoveries in its immediate environs, yet it has grown steadily year by year, and has acquired many of the greatest producing and supply companies in the industry and hundreds of important independent operators.

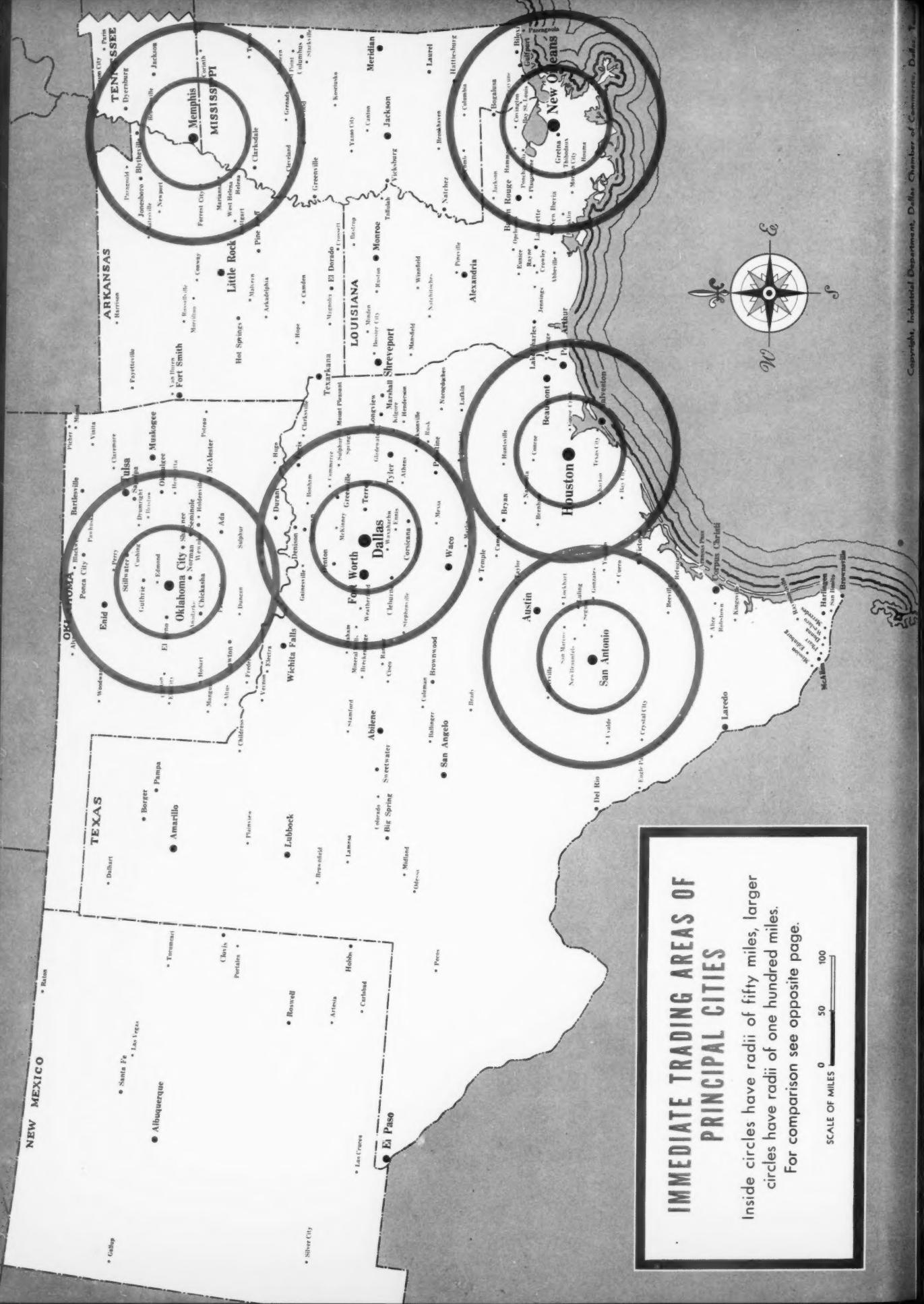
Because of its central location, Dallas offers to oil producing and supply companies many economies of operation. Distance determines the cost of travel, time lost in traveling, communication costs and freight charges. The distance from Dallas to all important areas in the Southwest averages 40 per cent less than from Houston and 60 per cent less than from Tulsa.

Freight rates from Dallas are 16 per cent less to shipping centers in the principal fields than from Houston, 28 per cent less than from Tulsa. Deliveries are from twelve to eighteen hours faster from Dallas.

Contribution to City

Dallas' high rank in income per family among cities of the Nation is due largely to the fact that many families owning oil royalties, leases or production have selected Dallas as their permanent place of residence.

The presence of many hundreds of oil families has made possible the development of some of the finest residential districts in the country, many handsome country estates in the suburban areas. These families have contributed to the city's national reputation as a quality city, supporting all worthwhile cultural activities, raising the general standard of living far above the national average.



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IMMEDIATE TRADING AREAS OF PRINCIPAL CITIES

Inside circles have radii of fifty miles, larger circles have radii of one hundred miles.
For comparison see opposite page.



Immediate Trading Areas of Principal Cities

Below is a tabulation of basic market information relating to the immediate trading areas of the six leading business centers of the region included in the Dallas Southwest:

Within a Radius of 50 Miles of Each

	Dallas	New Orleans	Houston	Memphis	Oklahoma City	San Antonio
Total Population	928,510	748,546	735,553	812,131	520,326	453,203
White Population	788,439	525,670	577,404	416,786	476,918	424,468
Negro Population	139,860	221,616	157,659	395,122	39,765	28,066
Other Races	211	1,260	490	223	3,679	669
*Wholesale Sales	\$766,459	\$484,800	\$506,563	\$462,517	\$217,427	\$131,983
*Retail Sales	\$357,234	\$198,982	\$280,157	\$200,822	\$164,543	\$133,064
*Buying Income	\$575,252	\$346,763	\$400,306	\$312,996	\$272,663	\$224,651
Motor Vehicles	285,815	112,807	230,102	119,379	151,016	131,282
Federal Income Returns	52,950	36,043	50,508	23,606	23,191	19,440
Homes with Telephones	108,122	59,299	79,904	45,408	62,157	44,172

Within a Radius of 100 Miles of Each

	Dallas	New Orleans	Houston	Memphis	Oklahoma City	San Antonio
Total Population	1,838,099	1,348,128	1,222,663	1,875,803	1,478,966	939,389
White Population	1,558,076	896,421	932,526	1,143,947	1,343,035	847,206
Negro Population	276,197	449,023	289,200	731,130	108,879	91,450
Other Races	3,826	2,684	937	726	27,052	733
*Wholesale Sales	\$883,232	\$539,394	\$573,369	\$565,238	\$392,954	\$195,487
*Retail Sales	\$538,399	\$309,132	\$402,722	\$344,006	\$409,252	\$253,605
*Buying Income	\$863,924	\$495,957	\$590,675	\$525,724	\$698,838	\$408,559
Motor Vehicles	494,594	197,521	353,593	241,665	397,418	262,965
Federal Income Returns	69,957	48,732	66,236	32,637	53,791	33,326
Homes with Telephones	155,480	80,361	109,653	72,079	159,598	79,518

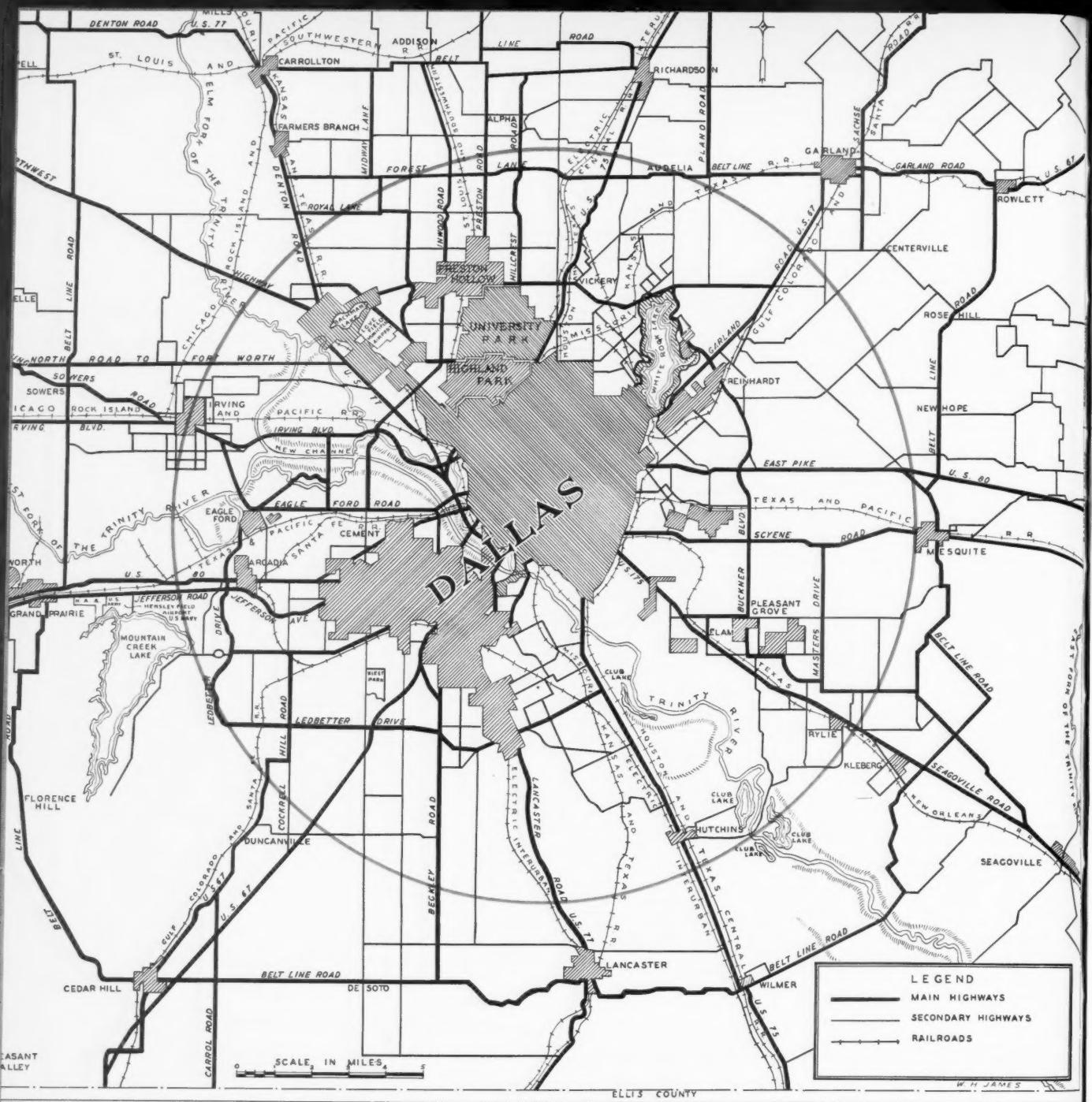
*In thousands.

THE DALLAS - FORT WORTH METROPOLITAN AREA

For all practical purposes adjoining Dallas and Tarrant Counties constitute one continuous metropolitan district, the Dallas-Fort Worth Metropolitan Area, by far the largest concentration of population, wealth and business volume in the entire region. In this area Dallas represents approximately two-thirds of the total population, business and income, Fort Worth one-third. The figures follow:

	Dallas County	Per Cent	Tarrant County	Per Cent	Total
Population	398,564	63.9	225,521	36.1	624,085
Wholesale Sales	\$578,853,000	77.1	\$171,370,000	22.9	\$750,223,000
Retail Sales	\$193,374,000	65.5	\$102,021,000	34.5	\$295,395,000
Manufacturing	\$155,945,000	59.4	\$106,431,000	40.6	\$262,376,000
Spendable Income	\$301,248,000	63.4	\$174,127,000	36.6	\$475,375,000

Dallas and Tarrant Counties combined are only slightly larger than Harris County, in which Houston is located. The area of the two counties is 1,762 square miles, of Harris County, 1,654 square miles. Population of Dallas and Tarrant Counties is 624,085, of Harris County, 528,961. Annual retail sales in Dallas and Tarrant Counties total \$295,395,000, in Harris County, \$219,489,000. Annual spendable income for Dallas and Tarrant Counties is \$475,375,000, for Harris County, \$306,112,000.



DALLAS COUNTY

Area, sq. mi.	859	Population, other races....	108	Effective buying income.....	\$301,248,000
Population, total	398,564	Population, sq. mi.	464	Retail sales	193,374,000
Population, white	336,851	Motor vehicles	136,253	Wholesale sales	578,853,000
Population, negro	61,605	Homes with telephones....	61,146	Value manufactured products.....	155,945,000

Population of Principal Cities

Dallas	294,734	Grand Prairie.....	1,595	Mesquite	1,045	Richardson	720
University Park	14,548	Cockrell Hill	1,246	Carrollton	921	Dalworth Park	534
Highland Park	10,288	Lancaster	1,151	Preston Hollow	887	Fruitdale	515
Garland	2,233	Irving	1,089	Seagoville	760	Cedar Hill	476

In the 10-mile circle are nine incorporated cities and towns—Dallas, University Park, Highland Park, Irving, Cockrell Hill, Preston Hollow, Fruitdale, Honey Springs and Cement City, numerous developed suburban areas outside all these municipalities. Population within the 10-mile circle in 1940 was approximately 375,000, with an annual rate of increase since 1940 of between 20,000 and 25,000.

DALLAS... Its Strategic Center

The tables below show the concentration of population, wealth, and business in the immediate Dallas area, thinning out as the distance from Dallas increases. The city's central, strategic location is the chief reason for its domination of this market—it gives quicker service at less cost to this natural regional market than any other city.

Within Fifty Miles of Dallas

Seven per cent of the population and 11 per cent of the wealth in less than 2 per cent of the area of the Southwest.

	Per Cent Southwest		Per Cent Southwest		
Area, square miles	8,243	1.9	Population, square mile	113	...
Population, total	928,510	7.1	Motor vehicles	285,815	9.6
Population, white	788,439	7.5	Homes with telephones	108,122	12.9
Population, negro	139,860	5.7	Effective buying income	\$575,252,000	11.3
Population, other races	211	0.3	Retail sales	\$357,234,000	11.2
Population, urban	594,490	11.4	Wholesale sales	\$766,459,000	21.8
Population, rural	334,020	4.2	Value manufactured products	\$281,811,000	11.0

Within One Hundred Miles of Dallas

Fourteen per cent of the population and 17 per cent of the wealth and business of the Southwest in 7.5 per cent of its area.

	Per Cent Southwest		Per Cent Southwest		
Area, square miles	32,334	7.5	Population, square mile	57	...
Population, total	1,838,099	14.1	Motor vehicles	494,594	16.7
Population, white	1,558,076	14.7	Homes with telephones	155,480	18.5
Population, negro	276,197	11.4	Effective buying income	\$863,924,000	16.7
Population, other races	3,826	5.5	Retail sales	\$538,399,000	16.8
Population, urban	860,042	16.5	Wholesale sales	\$883,232,000	24.9
Population, rural	978,057	12.4	Value manufactured products	\$352,461,000	13.7

Within Two Hundred Miles of Dallas

Forty per cent of the population, wealth and business volume of the Southwest in 30 per cent of its area.

	Per Cent Southwest		Per Cent Southwest		
Area, square miles	131,584	30.6	Population, square mile	50	...
Population, total	5,104,494	39.1	Motor vehicles	1,236,443	41.9
Population, white	4,186,224	39.6	Homes with telephones	352,957	42.1
Population, negro	884,182	36.4	Effective buying income	\$2,024,955,000	39.7
Population, other races	34,088	48.8	Retail sales	\$1,270,273,000	39.4
Population, urban	1,923,758	36.9	Wholesale sales	\$1,433,195,000	40.3
Population, rural	3,180,736	40.4	Value manufactured products	\$ 627,626,000	24.9

Within Three Hundred Miles of Dallas

Seventy-five per cent of the population and 78 per cent of the wealth and business in 65 per cent of the area.

	Per Cent Southwest		Per Cent Southwest		
Area, square miles	281,746	65.5	Population, square mile	34	...
Population, total	9,749,929	74.6	Motor vehicles	2,369,617	80.0
Population, white	8,044,232	76.1	Homes with telephones	694,012	82.8
Population, negro	1,639,554	67.6	Effective buying income	\$3,956,072,000	77.5
Population, other races	66,143	94.7	Retail sales	\$2,488,709,000	77.7
Population, urban	3,889,908	74.7	Wholesale sales	\$2,652,018,000	74.5
Population, rural	5,860,021	74.5	Value manufactured products	\$1,827,641,000	71.2

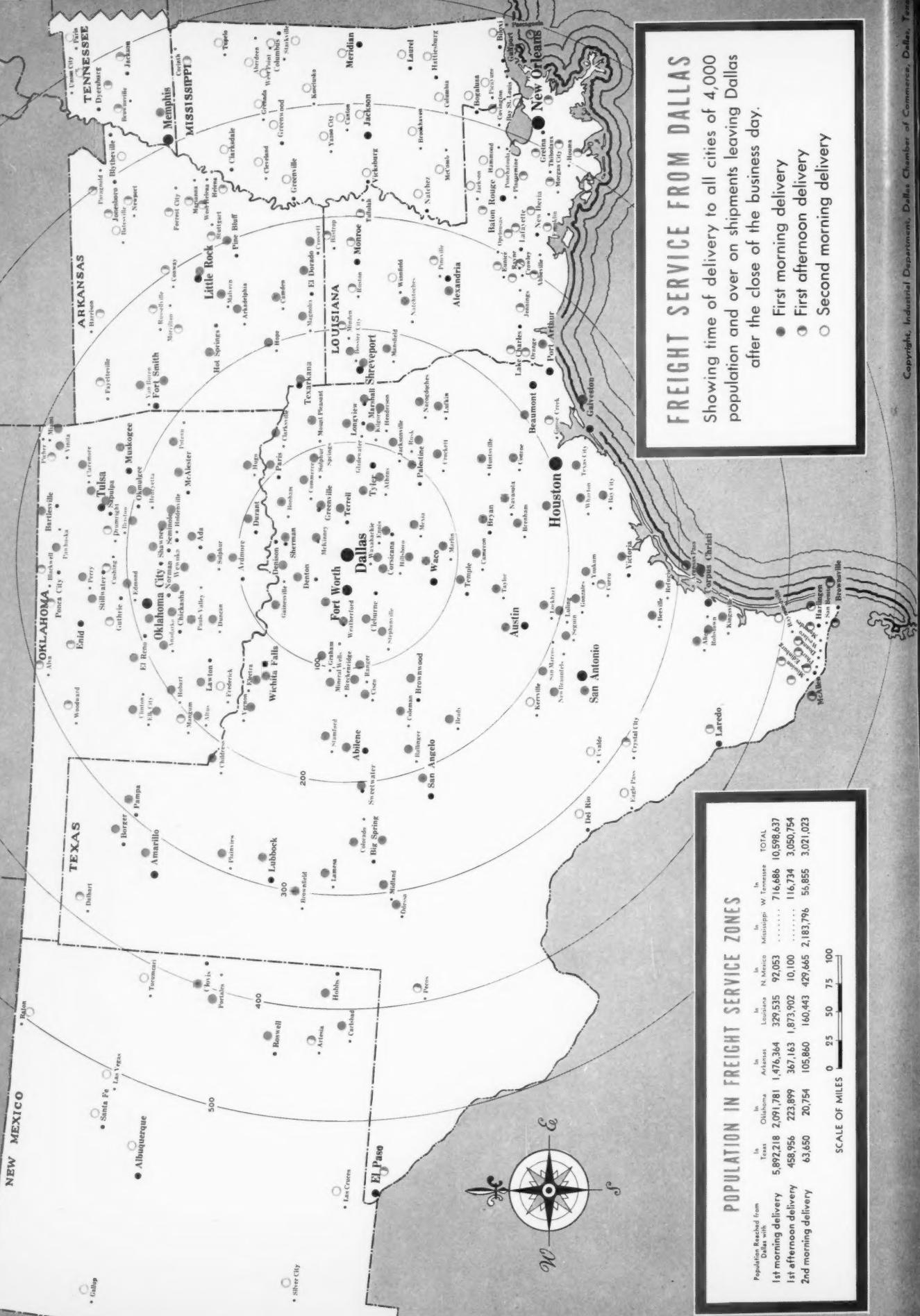
Forty-one Northeast Texas Counties

Forty-one Northeast Texas counties, Dallas' immediate trade territory, contain the highest concentration of population and wealth in the Southwest. In these counties, representing 12 per cent of the area of the State, are concentrated 32 per cent of the population and wealth.

FREIGHT SERVICE FROM DALLAS

Showing time of delivery to all cities of 4,000 population and over on shipments leaving Dallas after the close of the business day.

- First morning delivery
- First afternoon delivery
- Second morning delivery



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Transportation Facilities and Rates

A CENTRAL location, with population and income concentrated in its immediate trading area, plus a highly developed transportation system giving quick service, make Dallas the largest distributing center in the Southwest. Its strategic position gives it full advantage of the mileage scale of rates in effect in Texas and adjoining States.

The huge tonnage produced daily by Dallas as a manufacturing and distributing center has the practical effect of fixing the schedules of transportation agencies serving this region. Both freight and passenger schedules are based on Dallas, departure time after the close of the business day being fixed to give the greatest possible overnight coverage.

Ten Million Persons Overnight

On the opposite page is a map showing all cities of 4,000 population and above, with freight service from Dallas. Assigning to each city the population in its retail trade zone, this map shows that Dallas reaches more than ten million persons with first morning delivery, another three million with first afternoon delivery, and the remainder, more than three million, with second morning delivery.

Every important point shown on the map is reached from Dallas with first morning delivery of mail, express and parcel post shipments. Commercial air line schedules bring the larger cities to within one to three hours with mail, express and passenger service. Shipments by air express from points such as New York, Chicago and Los Angeles reach Dallas overnight.

Freight Rates

To all cities shown in the 100-mile circle on the map the average first class freight rate is 76c per 100 pounds, second class 65c, third class 53c and fourth class 42c.

To the 200-mile radius average rates are: First class \$1.04, second class 88c, third class 73c, fourth class 57c.

To the 300-mile radius average rates are: First class \$1.26, second class \$1.07, third class 88c, fourth class 69c.

To the 400-mile radius average rates are: First class \$1.39, second class \$1.18, third class 97c, fourth class 76c.

Reference to the tables on page 31 shows that nearly two million persons in the 100-mile radius may be reached from Dallas with an average fourth-class freight rate, for example, of 42c per 100 pounds.

More than five million persons in the 200-mile radius may be served at an average fourth-class rate of 57c. In the 300-mile circle a total of nearly ten million persons, or 78 per cent of the population of the entire area, may be reached with an average fourth-class freight rate of 69c.

Transportation Network

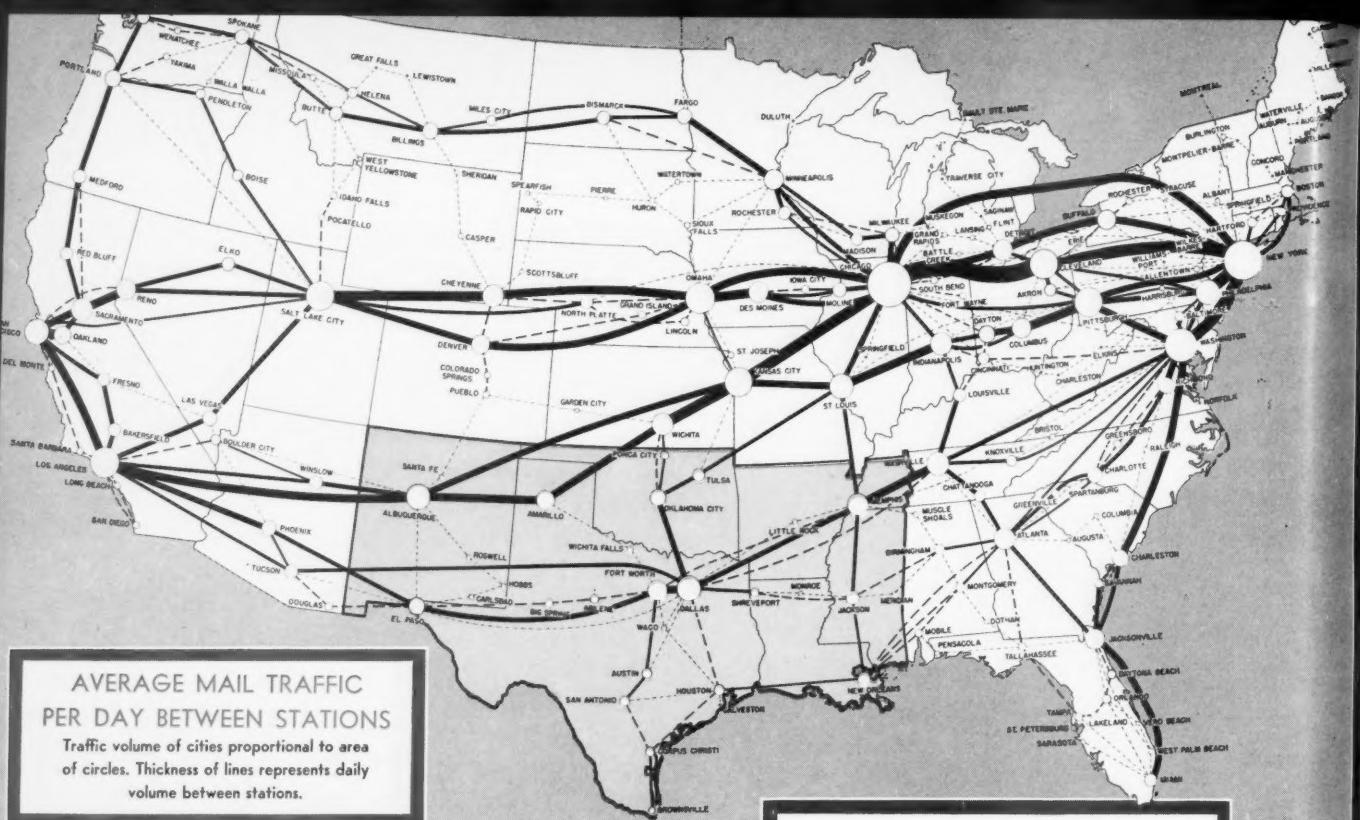
Dallas' transportation facilities consist of nine mainline railroads and one interurban system, giving the city twenty-two rail outlets. Three air lines with nine outlets link it with every large city in the Southwest and with all important points in North America. Radiating from Dallas are thirteen major through highway outlets.

Highways, railroads and air lines give Dallas a transportation network that emphasizes its central location. Daily tonnage is sufficient to justify truck lines to operate through service and rail lines to load through merchandise cars daily to all important points, providing fast service that lesser distributing centers, however well situated, cannot give.

Its highly developed service and central location give Dallas an advantage in speed of delivery ranging from twelve to eighteen hours faster than cities less centrally located or with smaller volume on which to build schedules and service.

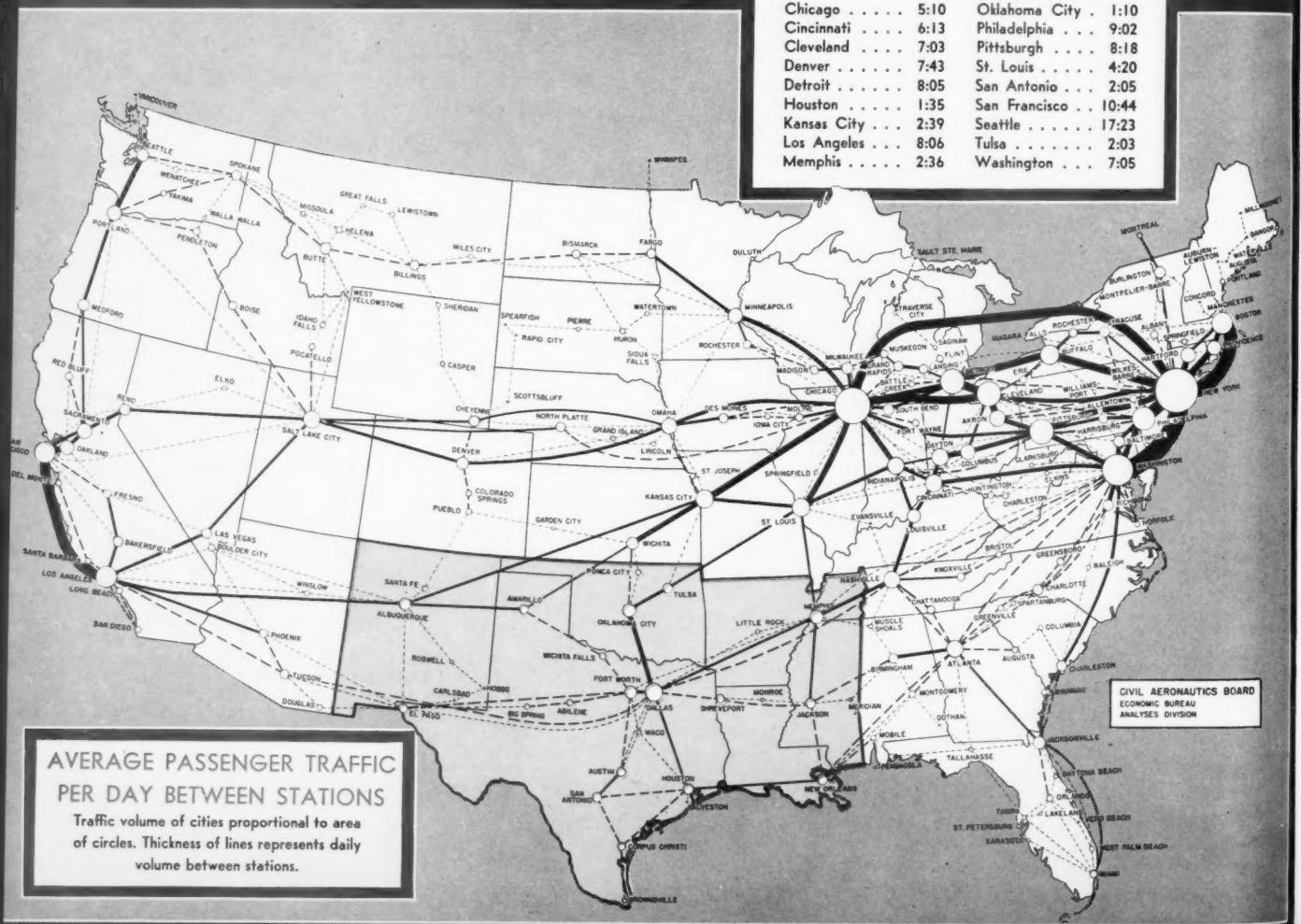
Trinity River Canal

Already approved is a comprehensive project for improvement of the Trinity River to the Gulf of Mexico. As appropriations are made the work will go forward. Flood control and drainage work will make the rich Trinity River basin many times more productive. A canal will give Dallas water transportation, low water rates, a connection with the inland waterways system through the intracoastal canal and a water outlet to the sea.



AIRLINE TRAFFIC SURVEY

ELAPSED TIME FROM DALLAS TO		
Atlanta	5:27	Mexico City . . . 7:30
Baltimore	7:23	Milwaukee . . . 7:49
Birmingham	4:24	Minneapolis . . . 10:09
Boston	10:03	New York . . . 8:48
Chicago	5:10	Oklahoma City . . . 1:10
Cincinnati	6:13	Philadelphia . . . 9:02
Cleveland	7:03	Pittsburgh . . . 8:18
Denver	7:43	St. Louis . . . 4:20
Detroit	8:05	San Antonio . . . 2:05
Houston	1:35	San Francisco . . . 10:44
Kansas City	2:39	Seattle . . . 17:23
Los Angeles	8:06	Tulsa . . . 2:03
Memphis	2:36	Washington . . . 7:05



Manufacturing

WHILE the Southwest has grown rapidly until it now ranks third among the nine major regional markets of the country, it still depends on other sections for most of the manufactured goods it consumes. In recent years, however, it has experienced rapid growth in manufacturing. Many plants are being established by local capital, and national concerns in ever-increasing numbers are building branch plants to serve it from within.

Last Industrial Frontier

Plants located within the Southwest have telling advantages over manufacturers attempting to serve it from a distance—in lower distribution costs, quicker service, and frequently in lower production costs. Texas is the last industrial frontier, the only remaining section capable of sustaining manufacturing where numerous opportunities for industries are still to be found.

The Southwest is just entering the industrial stage of its development. Changing conditions have made it necessary for manufacturers to take their plants to the markets to be served. Concerns that have in the past been able to supply the entire country from one or two points of manufacture are finding that the most effective means of attaining national distribution is through several branch plants, each located to serve a major regional market.

Raw Material State

Texas is the Nation's leading raw material State. Within easy reach of Dallas is an abundance of materials for the manufacture of many products consumed in quantity in this section. The University of Texas, through its Bureau of Industrial Chemistry, has collected a wealth of information on the State's raw material resources. It provides technical facilities for laboratory tests to determine new industrial uses for known and newly-discovered materials. Services of the Bureau are available at no cost to industrialists interested in establishing plants in Texas.

From the Southwest's greatest distributing center, which rank it has held for many years, Dallas is rapidly expanding its manufacturing and now has more than 1,000 plants producing a wide variety of goods

in demand in this market. Of its 1,000 factories, 187 manufacture capital goods, 570 make consumers' goods and the remainder are classified as service industries.

Industrial Groups in Dallas

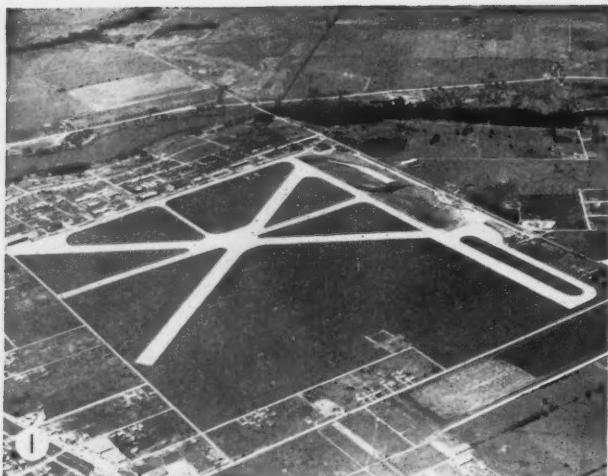
Three hundred of Dallas' plants are local in their distribution, serving the city and its immediate environs. The others ship their products throughout Texas and adjacent States, with nearly 100 plants reporting national distribution. (See distribution chart on page 14.)

Important industrial groups in Dallas, with the number of plants in each group, are as follows:

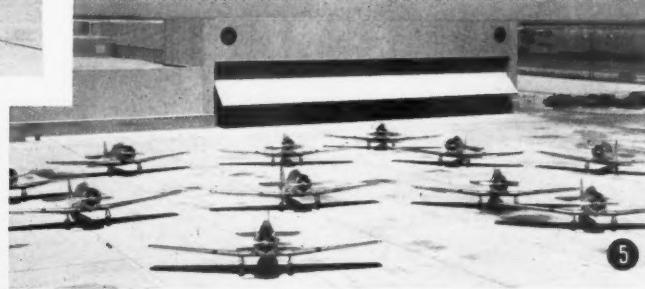
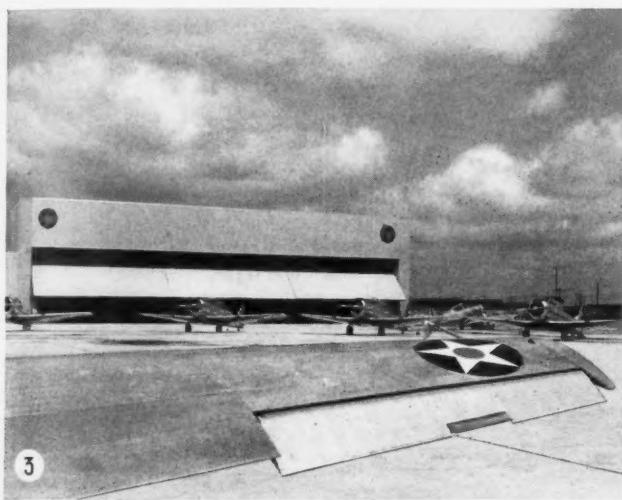
Aircraft and aircraft parts.....	10
Apparel—clothing, millinery, hosiery..	105
Automobiles, parts and equipment.....	22
Beverages	22
Building materials	25
Chemicals—paints, drugs, cosmetics, etc.	96
Electrical equipment and appliances....	17
Food products	146
Furniture and home furnishings.....	52
Iron, steel and metal products.....	65
Leather goods	8
Machinery and equipment.....	48
Paper and paper products.....	17
Printing and publishing.....	184
Textiles—other than clothing.....	35
Wood products, not including furniture	30

Industrial Sites

To meet the growing demand for industrial sites and buildings, Dallas has developed several modern industrial districts outside the city limits, but with all utilities and facilities available. Along all the rail lines also much desirable property has been zoned for industrial usage. On occasions buildings suitable for warehouses or factories are available. Owners of sites are always ready to negotiate for the erection of buildings for responsible tenants, on leases varying from five to ten years. Full information, with maps, photographs and blue prints, will be furnished concerning available buildings or sites on request.



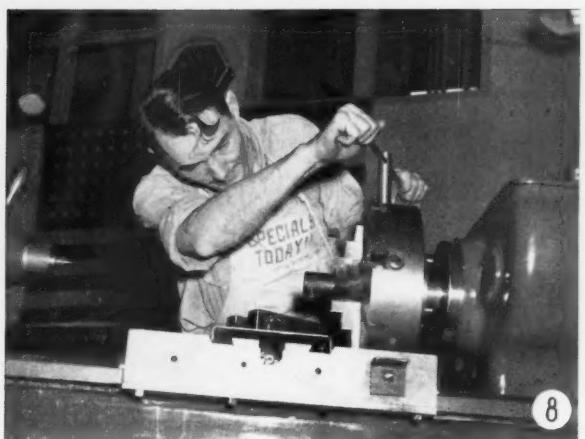
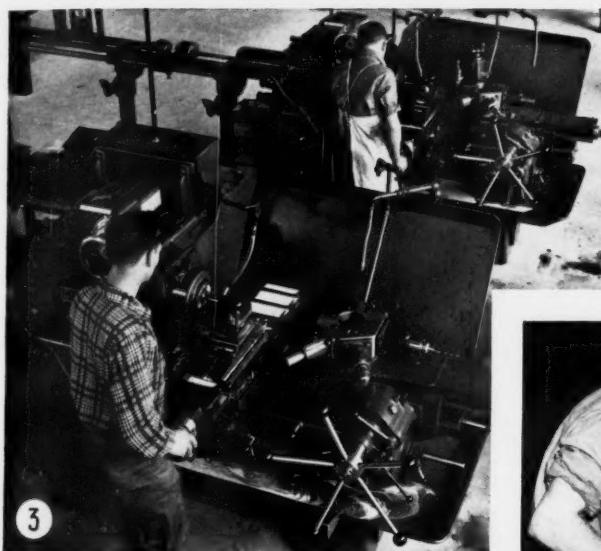
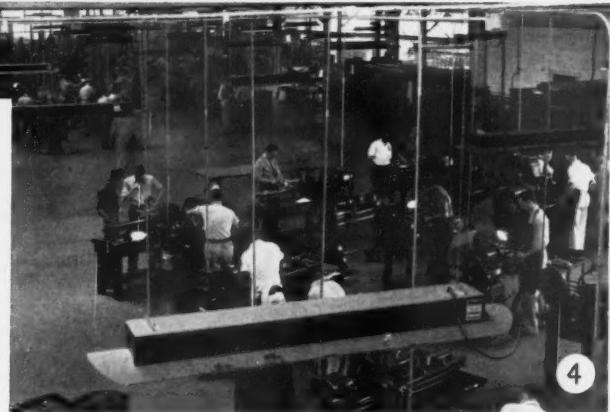
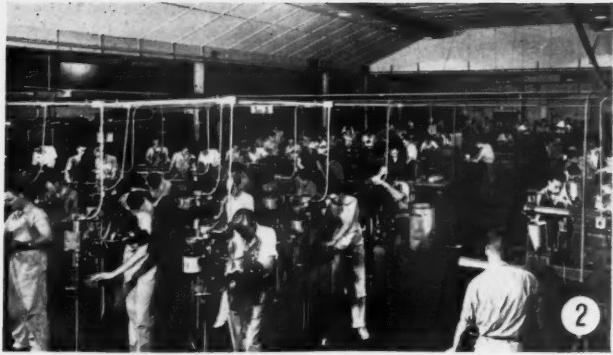
DALLAS AVIATION . . . 1. Love Field, city owned and operated, leading commercial airport in the Southwest, one of the busiest in the Nation. 2. Partial view of Naval Reserve Aviation Base at Hensley Field. 3. Air Associates, Inc., one of several aviation supply concerns at Love Field. 4. Love Field Administration Building. 5. Another view of Naval Reserve Aviation Base at Hensley Field. 6. Partial view of large shops and office building at Braniff Airways, whose chief operating headquarters are at Love Field.



INDUSTRIES . . . Interior and exterior views of the gigantic Dallas plant of North American Aviation, Inc., an affiliate of General Motors Corporation. This plant is manned almost entirely with Texas labor, most of it trained in Dallas' trade school or in the plant. Its production record is outstanding among the war industries of the Nation.



INDUSTRIES . . . 1. Fleischmann Yeast plant of Standard Brands, Inc. Other Standard Brand plants in Dallas, a Chase & Sanborn coffee plant, Bowman & Company's egg-processing plant. 2. The Coca-Cola Company syrup plant. 3. Link-Belt Company's branch plant for the Southwest. 4. The Haggard Company, men's clothing manufacturers with national distribution. 5. Dallas plant of The Willard Storage Battery Company. 6. Kroehler Manufacturing Company, furniture manufacturers. 7. Otis Pressure Control, Inc., makers of oil well specialties.



TRADE SCHOOL... Adequate facilities for training any kind of labor that may be needed by existing or new industries are maintained in Dallas as a part of the school system. Housed in a new building of 150,000 square feet, representing an investment of nearly half a million dollars, Dallas' trade school facilities, pictured above, are capable of further expansion to meet any demand that may arise from the city's industrial expansion program. Existing facilities are adequate to train 3,000 persons at a time.

Labor

SOME 25,000 workers are employed in Dallas' 1,000 manufacturing plants. They represent a variety of crafts and various degrees of skill and experience. As the city grows industrially, more and more workers are being trained for industrial tasks. The local supply is being supplemented by large numbers of skilled artisans who are moving in from other sections, attracted by low living costs and a mild climate. In increasing numbers manufacturers to whom a dependable supply of labor is of paramount importance are locating their plants in Dallas.

Favorable Conditions

In its industrial development program Dallas has tried above all else to create favorable conditions for industry. It has given particular attention to labor, seeking to maintain desirable conditions both for the worker and for the employer.

Dallas has never sought nor does it want any industry that cannot or will not pay fair and reasonable wages. For the worker Dallas seeks to attract industries of the better class, able and willing to pay good wages. For the employer Dallas is providing an ample supply of intelligent, well-trained, loyal workers. For the welfare of workers, employers and the community, Dallas has long maintained strong agencies for advising with parties to prospective controversies to the end that there shall be a maximum of industrial peace. Radical action has almost invariably been eliminated, and racketeering has been kept out of the community.

Negligible Foreign Element

Keynote of the labor situation in Dallas is a particularly desirable basic source of labor and training facilities to prepare for any industrial task in an amazingly short time. There are two million persons within 100 miles of Dallas, more than half living in rural areas. Thousands of boys and girls on farms, ranches and in villages and towns, are turning to industry for a livelihood. Curtailment of cotton production and mechanization of ranches and farms are forcing them to seek employment in the city.

These workers come from a district where the for-

eign population is a fraction of one per cent, a section that has always contributed far more than its quota to the armed forces of the Nation, a district noted for its American ideals, its resistance to subversive influences.

Experience of Employers

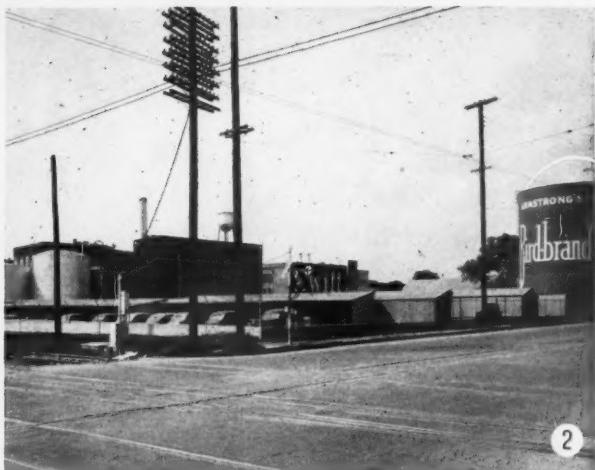
Most of these potential industrial workers have common and high school educations, many have had trade school and college training. They are strong, intelligent, and know how to work with their hands. Employers have found them eager to learn, easy to train.

Many concerns with branch plants in Dallas have similar plants in other cities. Thus they have an opportunity to make direct comparisons. In nearly every instance they rate Dallas labor as superior to that of any other section. One such plant reports that its labor cost per unit in Dallas is the lowest in its entire system, quality of product is the highest, although workers in all its plants are paid the same wages. General intelligence of workers, shorter training periods, absence of strikes and shutdowns, low labor turnover, make the difference.

Adequate Training Facilities

For industries that do not prefer to train their workers, Dallas has provided adequate training facilities without cost to the trainee. A trade school set up as a part of the public school system gives complete and thorough instruction. It occupies some 150,000 square feet of floor space, is equipped with the latest machine tools and equipment used in industry, and represents an investment of half a million dollars. It trains as many as 3,000 workers at a time and is capable of expansion to meet any need.

Any industry that locates in Dallas will have no difficulty in recruiting from local sources a reasonable number of skilled or semi-skilled workers, with access to the finest of facilities for training as many more as may be needed for specialized tasks. For industries making known their requirements in advance, workers will be trained for specific operations while plants are being built, and will be ready to go on production lines when plants are ready to operate.



INDUSTRIES . . . 1. Dallas soap and vegetable oil shortening plants of Procter & Gamble Manufacturing Company.

2. Armstrong Packing Company, affiliate of Swift & Company. 3. Paper mill of Fleming & Sons, Inc.

4. Texas Company petroleum refinery in West Dallas. 5. Dallas Cotton Mills. 6. Lone Star Cement Corporation.

Taxation

THREE is no state income tax in Texas and no general sales tax. Petty nuisance taxes are negligible. Texas tax laws do not discriminate against foreign corporations, as all fees and taxes for both foreign and domestic corporations are arrived at in the same manner.

Corporation Taxes

Corporations are subject to three forms of taxation in Texas. Foreign corporations must qualify legally in the State and pay a permit fee, an annual franchise tax and ad valorem taxes on property owned within the State. Domestic corporations pay a fee to secure a Texas charter, the annual franchise tax and ad valorem taxes.

Gross receipt taxes, occupation taxes and some other taxes apply to a few types of business, but the ad valorem taxes and the corporate fees and annual franchise tax herein described are the only taxes applicable generally.

Foreign Corporation Permits

Foreign corporations doing business in Texas in such manner that any portion of that business is intra-state in character are required to qualify legally by securing a permit for the foreign corporation or a charter for a Texas corporation. Failure so to qualify subjects the offending corporation to certain fines and penalties and to possible expulsion from the State.

A foreign corporation may secure a permit to do business in Texas by filing an application with the Secretary of State in Austin, on forms which that official will supply on request. The initial filing fee is \$50, which must accompany the application in the form of a cashier's check. At the end of the first year the Secretary of State mails the corporation blanks for reporting data on which to compute the balance of the filing fee, if any.

The filing fee is based on the proportion of the corporation's capital employed in Texas, as determined by the percentage of its Texas business of its total business. For example, if the corporation's capital is \$1,000,000 and its Texas business is 10 per cent of its total, it is assumed that 10 per cent of its capital has been employed in Texas, in this case

\$100,000. The rate is \$50 for the first \$10,000 of capital, \$10 for each additional \$10,000 or fractional part thereof. In this instance, on \$100,000 of capital the total fee would be \$140 for the year, \$50 of which was paid with the application for a permit, leaving \$90 additional due at the end of the year.

The maximum filing fee for the life of the permit (10 years) cannot exceed \$2,500.

Texas laws permit a foreign corporation to own stock in a domestic corporation to the extent of absolute control of the latter. As a result, some corporations enter the State by organizing a Texas corporation which is owned by the foreign corporation. The charter fee for a domestic corporation is likewise \$50 for the first \$10,000 of capital stock, \$10 for each additional \$10,000 or fractional part thereof. The maximum fee is also \$2,500.

Ad Valorem Taxes

All corporations, whether domestic or foreign, and all others owning property within the State, must render that property as of January 1 each year for city, state and county taxes. Rendition of property at true market value is contemplated. Assessed valuation is some specified percentage of this, varying in different communities, the percentage in Dallas at this time being: City, 53 per cent; state and county, 45 per cent.

Current ad valorem tax rates in Dallas—combined city, state and county—total \$3.75 per \$100, with assessment, on the basis indicated above, making the net rate on full valuation approximately \$1.87 per \$100 of value. For the last ten years the combined city, state and county tax rates in Dallas have averaged \$3.85, a net rate on 100 per cent of value of less than 2 per cent. The city rate is \$2.45, which industries located outside the city limits are not required to pay.

Franchise Taxes

Franchise taxes are paid annually by both foreign and domestic corporations, based again upon the proportion of their capital employed in Texas. For capital so employed the rate in each instance is \$1 per \$1,000 or fractional part thereof, minimum annual fee \$20. Blanks for reporting are mailed by the Sec-

(Continued on Page 44)



2



3



4



5



6

INDUSTRIES . . . 1. The Schoellkopf Company, nationally known manufacturers of harness, saddlery and other leather goods. 2. Continental Gin Company, manufacturers of cotton ginning machinery. 3. Brown Cracker & Candy Company, an affiliate of Loose-Wiles Biscuit Company. 4. Dr. Pepper Company, Dallas beverage manufacturer with national distribution. 5. Olive & Myers Manufacturing Company, furniture manufacturers. 6. Higginbotham-Bailey-Logan Company, large apparel manufacturers and wholesale drygoods house.

(Continued from Page 42)

retary of State to all corporations in advance of the annual reporting date.

Community Property Rights

From the time that Texas gained its independence, it has by constitution set up community property rights of the husband and wife, and provided that one-half of the income earned by the husband each year belongs to the wife as received. This system of law is deemed to be guaranteed by the provisions of the treaty under which Texas was annexed to the United States. Texas citizens have accordingly had the tax benefits of the community property system for many generations, and the husband and wife are entitled to compute their taxes on their separate incomes. As

a result, husbands and wives filing such separate returns in Texas have effected substantial savings in federal income taxes, especially those who otherwise would be paying in the upper brackets. Similar advantages accrue in the calculation of state inheritance taxes and federal estate taxes as a result of this community property system.

State Unemployment Tax

Employers of eight or more individuals are subject to this tax, all payments on which are credited on the amounts otherwise payable on the federal unemployment tax. The base rate is 2.7 per cent of salaries or other remuneration to employes, subject to substantial credits on good records. Tax is paid monthly to Texas Unemployment Compensation Commission.

COMPARATIVE TAX RATES

Below are listed the Nation's leading cities with their current ad valorem tax rates, adjusted on a 100 per cent basis of assessment for direct comparison. Rates include all ad valorem taxes—city, state, county, district, etc.—per \$1,000 actual value.

The letter "I" following the ad valorem tax rate indicates a state income tax as well, and the letter "S" signifies a state general sales tax. Texas has neither a general sales tax nor a state income tax, making its tax situation one of the most favorable in the Nation.

Jersey City, N. J.	\$52.98	Rochester, N. Y.	\$33.06 I	El Paso, Tex.	\$25.90
Lowell, Mass.	48.60 I	Kansas City, Mo.	32.79 I-S	Seattle, Wash.	25.62 S
Newark, N. J.	48.50	Paterson, N. J.	31.99	Cleveland, Ohio	25.56 I-S
New Bedford, Mass.	47.60 I	Camden, N. J.	31.08	Omaha, Neb.	25.12
Fall River, Mass.	44.20 I	Kansas City, Kan.	30.53 I-S	Indianapolis, Ind.	24.60 S
Cambridge, Mass.	43.00 I	Savannah, Ga.	30.30 I	Allentown, Pa.	24.30 I
Tampa, Fla.	42.61	Baltimore, Md.	30.24 I	Louisville, Ky.	24.14 I
Elizabeth, N. J.	42.40	Albany, N. Y.	29.57 I	Erie, Pa.	24.05 I
Somerville, Mass.	42.30 I	Salt Lake City, Utah.	29.51 I-S	Providence, R. I.	24.00
Des Moines, Ia.	41.20 I-S	New Haven, Conn.	29.50 I	St. Louis, Mo.	23.29 I-S
Boston, Mass.	40.60 I	Pittsburgh, Pa.	29.42 I	Gary, Ind.	22.20 S
Trenton, N. J.	40.29	Fort Worth, Tex.	29.25	Houston, Tex.	22.03
Worcester, Mass.	38.61 I	Hartford, Conn.	29.25 I	Richmond, Va.	22.00 I
Duluth, Minn.	37.92 I	Reading, Pa.	29.96 I	Flint, Mich.	21.94 S
Yonkers, N. Y.	37.79 I	Philadelphia, Pa.	28.75 I	Atlanta, Ga.	21.20 I
Jacksonville, Fla.	37.71	Los Angeles, Calif.	28.45 I-S	South Bend, Ind.	20.93 S
Scranton, Pa.	36.71 I	San Diego, Calif.	28.40 I-S	Spokane, Wash.	20.68 S
Springfield, Mass.	36.20 I	New Orleans, La.	28.38 I-S	Grand Rapids, Mich.	20.17 S
Minneapolis, Minn.	35.00 I	Sacramento, Calif.	28.36 I-S	Norfolk, Va.	20.00 I
Utica, N. Y.	34.85 I	Bridgeport, Conn.	28.30 I	San Francisco, Calif.	19.69 I-S
St. Paul, Minn.	34.72 I	Tacoma, Wash.	27.77 S	Columbus, Ohio	19.30 I-S
Milwaukee, Wis.	34.03 I	Chattanooga, Tenn.	27.60 I	Toledo, Ohio	19.20 I-S
Buffalo, N. Y.	33.95 I	New York, N. Y.	27.36 I	Dallas, Tex.	18.84
Evansville, Ind.	33.80 S	Nashville, Tenn.	27.27 I	Fort Wayne, Ind.	18.83 S
Chicago, Ill.	33.71 S	Long Beach, Calif.	27.02 I-S	Akron, Ohio	18.60 I-S
Portland, Ore.	33.70 I	Tulsa, Okla.	26.92 I-S	Oakland, Calif.	18.13 I-S
Denver, Colo.	33.55 I-S	San Antonio, Tex.	26.89	Oklahoma City, Okla.	17.37 I-S
Syracuse, N. Y.	33.48 I	Wichita Kan.	26.32 I-S	Cincinnati, Ohio	17.26 I-S
Knoxville, Tenn.	33.44 I	Memphis, Tenn.	26.18 I	Charlotte, N. C.	16.17 I-S
Detroit, Mich.	33.23 S	Waterbury, Conn.	26.00 I	Wilmington, Del.	16.00 I

Source: Detroit Bureau of Governmental Research.



INDUSTRIES . . . 1. Guiberson Corporation, manufacturers of oil field equipment. 2. Dallas plant of the Diamond Alkali Company. 3. Canada Dry Ginger Ale, Inc. 4. Ford Motor Company's Dallas plant, showing recent addition. 5. Continental Motors Corporation aircraft engine plant. 6. Trinity Portland Cement Corporation. 7. Partial view of plant of Mosher Steel Company.

DALLAS METEOROLOGICAL DATA
Comparative Data and Extremes — 28-Year Average

MONTH Length of Record Years	TEMPERATURE						RELATIVE HUMIDITY (per cent)						PRECIPITATION (inches)						Snowfall (unmelted)					
	MEAN Maximum			MEAN Minimum			EXTREMES			6:30 a.m.			6:30 p.m.			12:30 a.m.			Greatest in 24 hours			Total 24 hours		
	28	28	28	28	28	28	Highest Date	Lowest Date	Date	4	28	26	8	2	28	28	28	28	28	28	28	28	28	28
Jan.....	55.1	36.6	45.8	84	1917	-3	1930	604	79	62	63	76	2.49	3.37	1938	1.1	7.1	1917	1.1	7.1	1917	0.6	5.5	1924
Feb.....	59.1	39.8	49.5	93	1918	-2	1933	471	78	58	57	76	2.04	3.31	1938	0.6	5.5	1924	0.4	3.5	1924	0.4	3.5	1924
Mar.....	67.1	46.6	56.9	96	1916	16	1923	230	74	51	49	68	2.63	4.39	1920	T	0.1	1938	T	0.1	1938	0	0	0
Apr.....	74.8	55.1	65.0	96	1925	30	1914	115	78	52	51	76	3.91	6.08	1922	0	0	0	0	0	0	0	0	0
May.....	81.5	63.3	72.4	103	1927	44	1931	6	83	55	54	78	4.63	4.37	1922	0	0	0	0	0	0	0	0	0
June.....	89.9	71.3	80.6	105	1936	53	1919	0	81	52	83	83	3.45	4.52	1935	0	0	0	0	0	0	0	0	0
July.....	93.5	74.8	84.2	105	1925	56	1924	0	78	49	48	73	1.81	2.24	1933	0	0	0	0	0	0	0	0	0
Aug.....	93.7	74.5	84.1	110	1936	57	1915	0	78	46	44	71	2.29	5.23	1915	0	0	0	0	0	0	0	0	0
Sept.....	87.7	68.4	78.1	106	1939	43	1920	3	80	49	48	67	2.61	6.17	1936	0	0	0	0	0	0	0	0	0
Oct.....	78.3	57.8	68.0	100	1938	26	1917	42	80	51	50	70	2.93	3.72	1918	0	0	0	0	0	0	0	0	0
Nov.....	65.5	46.6	55.9	86	1921	19	1940	340	78	53	57	76	2.69	4.44	1918	0.2	2.6	1937	0.4	6.4	1926	0.4	6.4	1926
Dec.....	56.7	38.6	47.7	81	1922	10	1924	466	79	58	62	79	2.47	4.14	1928	0.4	6.4	1926	0.4	6.4	1926	0.4	6.4	1926
Year.....	75.2	56.1	65.7	110	1936	-3	1930	2227	79	53	53	74	33.95	6.17	1936	2.7	7.1	1917	2.7	7.1	1917	0	0	0

MONTH	WIND						NUMBER OF DAYS																	
	SUNSHINE			Wind (corrected to true velocity)			Precipitation, 0.01 in. or more			Cloudy or more (melted) storms			Thunderstorms			Fog dense			Fog light			Temperature Minimum		
	No. of hours	Av. Pre-vailing direction	Highest velocity	Avg. Wind direction	Wind speed	Cloudiness	10	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
Jan.....	171	54	10.5	NW	60	SW	1939	5.3	2	12	7	12	8	2	2	1	4	1	4	2	0	10	x	
Feb.....	173	56	11.2	S	54	SW	1939	5.3	3	10	7	11	8	1	2	1	4	1	2	1	0	6	0	
Mar.....	233	63	12.5	SE	54	W	1938	4.9	5	12	9	10	7	1	4	1	7	1	0	1	0	3	0	
April....	251	64	12.2	SE	53	SW	1932	5.0	5	11	9	10	8	x	7	x	1	0	0	0	0	0	0	
May....	288	67	10.9	SE	63	W	1929	5.0	3	11	9	9	0	8	x	1	0	0	0	0	0	0	0	
June....	330	77	10.1	SE, S	52	SW	1928	4.0	2	14	11	5	7	0	7	0	0	0	0	0	0	16	0	
July....	350	80	8.9	S	68	N	1936	3.7	2	16	11	4	5	0	6	x	x	0	0	0	0	25	0	
Aug....	322	78	8.7	S	51	NW	1927	3.8	1	16	11	4	6	0	6	x	x	0	0	0	0	25	0	
Sept....	277	75	8.9	SE	47	W	1930	3.8	1	16	8	6	5	0	4	x	1	0	0	0	14	0	0	
Oct....	240	68	9.5	SE	52	N	1932	4.0	1	16	8	7	6	0	3	x	2	0	0	1	x	0	0	
Nov....	184	59	10.4	SE	50	W	1926	4.7	2	13	7	10	6	x	2	1	3	0	0	0	2	0		
Dec....	162	52	10.1	SE	43	SW	1939	5.3	1	12	7	12	7	1	2	2	4	1	0	0	0	8	0	
Year....	2981	66	10.3	SE	68	N	1936	4.6	28	159	106	100	82	5	53	6	22	4	85	29	29	x		

x—less than one day.



DALLAS . . . VIEWS OF THE DOWNTOWN AREA. 1. Financial district, showing large buildings principally occupied by banks, insurance companies and oil producing concerns. 2. Commerce and Akard Streets, showing Magnolia Building, home of the Magnolia Petroleum Company, Adolphus Hotel and Baker Hotel. 3. View of downtown Dallas at night, Elm Street shopping district in foreground. 4. Air view, showing triple underpass at west end of downtown area; Union Terminal Station in lower right corner. 5. Central business district, showing some of the city's modern office buildings.

Facts About Dallas

THE following facts of general interest are arranged in alphabetical order for convenience:

Altitude

The altitude of Dallas is 512 feet above sea level.

Area

Area of the corporate limits of Dallas, 46.2 square miles; Highland Park, 2.15 square miles; University Park, 3.4 square miles. The area of Dallas County is 859 square miles.

Aviation

AIRPORTS

Love Field, commercial airport, is situated six miles north of the center of the business area, and is municipally owned and operated. It has seventy-six airline schedules in and out daily, and originates more air mail, express and passenger business than any other city in the Southwest. An enlargement and improvement program, recently completed, gives it top ranking as a commercial airport.

Hensley Field, located twelve miles west of the business district, near Grand Prairie, is also municipally owned. It is under lease to the Army and the Navy, which use it jointly for important training activities. The Army maintains a training station and service facilities, and the Navy recently completed a Naval Reserve Air Training Base costing several million dollars. The Big North American aircraft plant adjacent to the field also uses it for test flights.

Midway Airport, located half way between Dallas and Fort Worth, is now being developed for future use as a gigantic commercial airport, of sufficient size to accommodate the great airliners of the future. In the interim it will be used as a military field.

There are six privately operated airports in addition to the above, used largely by flying schools and private owners.

AIR LINES

Three airline systems operating over nine routes connect Dallas with all important cities in the Southwest and throughout the Nation. Braniff Airways

operates lines from Dallas to Chicago, Dallas to Amarillo, Dallas to Houston and Galveston, Dallas to San Antonio and Brownsville, connecting to Mexico City. American Airlines operates from Dallas to Los Angeles, Dallas to New York and Dallas to Chicago. Delta Air Lines flies routes from Dallas to Cincinnati and Charleston via Birmingham and Atlanta.

AIRCRAFT PLANTS

North American Aviation Inc. of Texas, an affiliate of General Motors Corporation, has in operation a huge plant adjacent to Hensley Field.

Southern Aircraft Corporation is located near the suburban town of Garland and manufactures light planes and aircraft parts.

Continental Motors Corporation aircraft engine plant is also near Garland.

Lockheed Aircraft Corporation's big modification center is at Love Field. Seven smaller plants make aircraft parts.

AVIATION SCHOOLS

There are several flying schools in Dallas, including Dallas Aviation School, Lou Foote Flying Service, Hudson Flying School, Mustang Aviation School and three or four smaller schools.

AVIATION SUPPLIES

Distribution of aviation equipment and supplies in the Southwest is largely concentrated in Dallas. Several concerns sell airplanes, parachutes, aircraft accessories and supplies of every kind.

Banks

Dallas is the financial center of the Southwest, being the home of the Federal Reserve Bank for the eleventh district, and has thirteen commercial banks, one ranking with the first fifty in the Nation and two among the first hundred. Dallas regularly leads all cities in the Southwest by a wide margin in deposits, clearings and debits. Its commercial banks are:

Dallas National Bank

First National Bank in Dallas

Grand Avenue State Bank

(Continued on Page 50)



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PUBLIC BUILDINGS . . . 1. Dallas City Hall. 2. Federal Building. 3. Highland Park Town Hall. 4. University Park City Hall. 5. United States Terminal Annex, housing many Federal offices. 6. Federal Reserve Bank of Dallas. Not shown is the twelve-story Fidelity Building, now completely occupied by the War Production Board's regional office for the Southwest.

(Continued from Page 48)

Highland Park State Bank
Hillcrest State Bank
Lakewood State Bank
Liberty State Bank
Mercantile National Bank at Dallas
National Bank of Commerce
Oak Cliff Bank & Trust Company
Republic National Bank of Dallas
South Dallas Bank & Trust Co.
Texas Bank & Trust Company

Branches

More than 2,500 national concerns maintain branches in Dallas to serve Texas and adjoining States. Dallas has more of these branches than all other Texas cities combined. Facilities consist of factories, warehouses and sales offices, taking advantage of the city's central location and quick, low-cost distribution.

Building

Normal building operations in Dallas average approximately twenty-five million dollars annually.

Charities

Dallas has the Community Chest system of administering charity funds, eliminating duplication, concentrating drives for funds in one annual campaign, reducing administrative expenses to a minimum.

Churches

All important denominations are represented in the city's 350 churches with membership of between 150,000 and 200,000. Many of the larger churches are institutional in character.

City Plan

Dallas is being built according to a carefully prepared city plan, developed under the direction of nationally known city plan experts. It is long-range in character, covers such projects as street widening and extensions, boulevard systems, beautification, extension of facilities as needed, and many other features. It contemplates orderly development without increased taxes.

Climate

Dallas has a dry, temperate, healthful climate. It is high enough above sea level and far enough inland to escape the excessive humidity of the low coastal region and the periodic storms that strike that area sweeping in from the tropics. Low humidity and constant summer breezes make its climate more pleasant than that of many cities further north.

The following facts are from the United States Weather Bureau:

Annual average temperature, 65.7 degrees.

Annual average maximum temperature, 75.3 degrees.

Annual average minimum temperature, 53.33 degrees.

Average relative humidity—at 7 a.m., 78; at noon, 53; at 7 p.m., 49.

Average hourly wind velocity, 10.1 miles.

Annual average total hours of sunshine, 3,039 (67 per cent of total possible).

Annual average number of days with minimum temperature 32 degrees or less, 28.

Average annual snowfall, 2.8 inches (over an average of five days).

Average period between killing frosts, 246 days.

Average number of days of rain (.01 inch or more), 83.

Average number of cloudy days, 98.

Average number of days of dense fog, 6.

There is a difference of only 2.9 degrees in the annual temperature normals of Dallas and Los Angeles.

Clubs

Among the leading clubs are the following:

COUNTRY CLUBS

Brook Hollow Golf Club
Cedar Crest Golf and Country Club
Dallas Country Club
Glen Lakes Golf and Country Club
Lakewood Country Club
Columbian Club

DOWNTOWN CLUBS

City Club
Dallas Athletic Club
Dallas Petroleum Club
Variety Club of Texas

(Continued on Page 52)



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FINE HOMES . . . Dallas is widely known as a city of fine homes, with numerous highly restricted residential districts, of which Highland Park, Greenway Parks, Preston Hollow, Kessler Park, Munger Place and the Lakewood Country Club district are typical. Above are several residential scenes in the Highland Park area.

(Continued from Page 50)

SOCIAL CLUBS

- Calyx Club
- Dervish Club
- Idlewild Club
- Terpsichorean Club

TENNIS CLUBS

- Cedar Springs Tennis Club
- Dallas Lawn Tennis Club

WOMEN'S CLUBS

There are numerous women's clubs in Dallas, including the Dallas Woman's Club with a beautiful home in Oak Lawn, and the splendid club rooms of the Dallas Federation of Women's Clubs. Scores of garden clubs, literary and book review clubs and numerous other women's activities are available appealing to a wide variety of tastes and interests.

Communications

Telegraph and telephone companies serving the Southwest have their operating centers in Dallas. The city is one of the eight regional telephone toll centers in the United States and the Nation's third largest telegraph center.

Cotton

Dallas is the Nation's leading spot cotton market and is located in the heart of the greatest cotton-producing region in the world. The Dallas Cotton Exchange handles millions of bales annually, shipping cotton normally to all parts of the globe.

Department Stores

As a quality retail center Dallas has a national reputation. Its high rank in family income creates a demand for quality and style merchandise that has made Dallas one of the country's leading style centers. Its eight department stores and numerous specialty shops attract buyers from all other cities in the Southwest.

Federal Agencies

Some seventy-five agencies of the Federal Government maintain important offices in Dallas, many of them regional headquarters for Texas and adjacent States.

Fuel

Natural gas is a universal fuel in Dallas, being generally used for domestic and industrial purposes. There is a total absence of soot and smoke, making Dallas one of the brightest, cleanest cities in the country, contributing to its outstanding health record.

Government

Dallas has the city manager-council form of government, with a minimum of politics in the administration of its municipal affairs. Increased efficiency in all city functions with reduced operating costs have resulted in substantial tax reductions.

Health

Climatic conditions and the work of the city health department have made Dallas one of the most healthful cities in the United States. A mild climate makes it possible to live out of doors all year and engage in many healthful forms of recreation for which abundant facilities have been provided in the city's parks and playgrounds.

History

Dallas celebrated its 100th anniversary in 1941. It was founded in 1841 by John Neely Bryan who in that year settled on the banks of the Trinity River. A little later he was joined by other settlers to form the nucleus of a village called Peter's Colony. In 1845 the name was changed to Dallas in honor of George Mifflin Dallas, Vice President under Polk.

Dallas first served as a trading post, supplies coming in by wagon train to be exchanged for buffalo hides and other products of the region. Its real growth began in the 1870's with the coming of the railroads. Its sound, consistent growth in the last seventy-five years has challenged the Nation's interest.

Hospitals

Dallas has many modern hospitals, among them being: Baylor University Hospital, Bradford Memorial Hospital for Babies, Dallas Methodist Hospital, Florence Nightingale Lying-In Hospital, Gaston Hospital, Medical Arts Hospital, Parkland Hospital, St. Paul Hospital, Scottish Rite Hospital for Crippled Children, Texas Children's Hospital.

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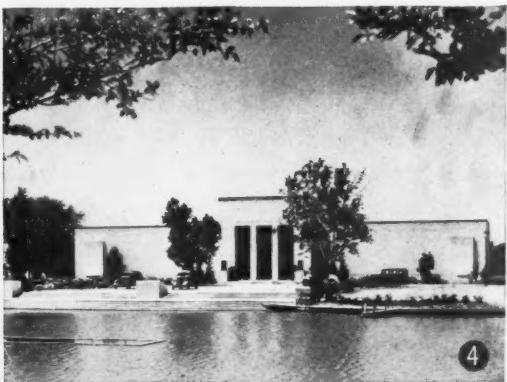
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CIVIC CENTER . . . Dallas' Civic Center is nationally famous, its new, modern buildings housing several notable collections. 1. Museum of Natural Resources, containing specimens of many of the State's raw materials. 2. Outdoor Casino and band shell, scene of the annual summer season of light opera, style shows and concerts. 3. Aquarium, with a fine collection of aquatic life indigenous to the Southwest. 4. Museum of Fine Arts, with an owned and loaned collection valued at more than \$2,000,000. 5. Texas Hall of State and Historical Museum, with an important historical collection relating to Texas and Dallas. 6. Museum of Natural History, with habitat groups of Southwestern wild animals and birds.

(Continued from Page 52)

Hotels

Dallas' principal downtown hotels have a combined guest capacity of 3,000 rooms. The city also has numerous apartment hotels. Its principal hotels are:

Downtown hotels: Adolphus Hotel, Baker Hotel, Jefferson Hotel, Southland Hotel, Mayfair Hotel, White-Plaza Hotel, Whitmore Hotel.

Apartment hotels: Ambassador Hotel, Argyle Apartments, Cliff Towers, Clifton Hotel and Apartments, Ervington Hotel and Apartments, Maple Terrace, Melrose Hotel, The Highlander, Sanger Hotel and Apartments, The Stoneleigh.

Insurance

Dallas ranks first in the Southwest and fourth in the Nation in volume of insurance business. Nearly all of the large national life, fire and casualty companies maintain regional offices in Dallas to serve Texas and adjacent States. A number maintain Southwestern departments in Dallas that perform home-office functions.

Dallas also has many insurance companies with their headquarters here. Of the forty-three Dallas companies, nineteen are stock life companies, two are fraternal and one a mutual life company; there are seven stock and three mutual fire and casualty companies; three reciprocal liability and casualty companies, four Lloyd's, and eighteen mutual assessment companies.

Most of the large Eastern life companies have loan offices or agencies in Dallas that are investing large sums of money in this area.

Lakes

There are numerous lakes within easy reach that afford opportunities for fishing and shooting. In Dallas County are White Rock and Mountain Creek lakes. Others are: Lake Dallas, Lake Crockett, Coffee Mill Lake, Lake Worth, Lake Bridgeport, Eagle Mountain Lake, Lake Brownwood, Possum Kingdom Lake, Lake Wichita and many others.

In North and East Texas groups of sportsmen have developed a number of private club lakes that provide excellent fishing and shooting.

Libraries

Library facilities include: Dallas Public Library, with branches throughout the city; Fondren Library

at Southern Methodist University, Baylor University Medical School Library and Highland Park Public Library.

Living Costs

Including all items of living cost, the cost of living in Dallas usually averages between ten and fifteen per cent under the national average. Mild climate makes the cost of housing, fuel and clothing less. Food costs are lower because of long growing seasons and nearby sources of supply. Rents average less because of lower construction costs.

Manufacturing

In the Dallas urban area (a circle with a radius of ten miles) there are one thousand manufacturing plants, employing twenty-five thousand workers, producing goods annually valued at more than two hundred million dollars. Dallas has more factories, producing a greater variety of goods, than any other city in the Southwest. Many of its factories are branch plants of national concerns, located in Dallas to serve Texas and adjacent States.

Medical Center

Dallas is one of the recognized important medical centers of the country. It has the Baylor University medical school, many modern hospitals and clinics, numerous specialists with national reputations in the various branches of medicine and surgery. Its famous specialists and excellent hospital facilities draw patients from several States.

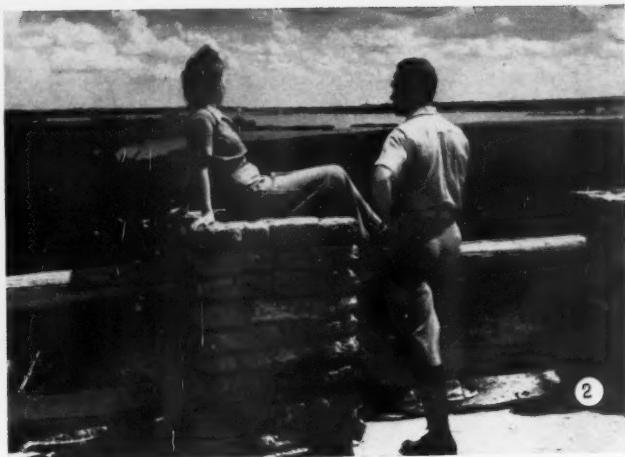
Museums

The Dallas Civic Center, on the grounds of the State Fair of Texas, is unique and nationally famous. It includes: The Museum of Natural Resources, containing specimens of many of the State's raw materials; the Aquarium, with a fine collection of fish indigenous to the region; the Museum of Fine Arts, with an art and statuary collection valued at two million dollars; Texas Hall of State and Historical Museum, with many important collections revealing the romantic history of Texas; the Museum of Natural History, with habitat groups of Southwestern animals and birds, and the Horticultural Museum with its flower exhibits.

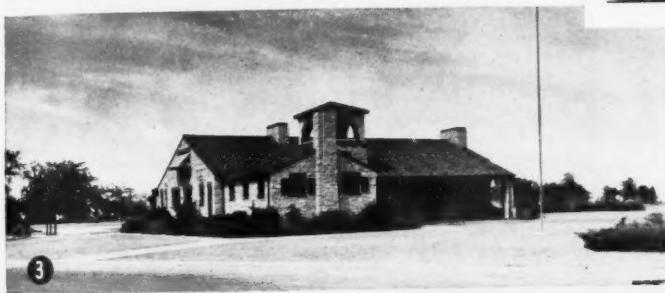
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PARKS . . . The 108 parks in the park systems of Dallas, Highland Park and University Park contain more than 7,000 acres and facilities for many forms of recreation. Above are typical scenes: 1. Turtle Creek. 2. Hilltop picnic spot overlooking a portion of White Rock Lake. 3. All of the larger parks have field houses like this one in Kiest Park. 4. Another picnic spot on White Rock Lake. 5. Statue of General Robert E. Lee in Lee Park. 6. Nearly all city parks have rose trellises and gardens like this one. 7. Entrance to the shore line drive around White Rock Lake.

(Continued from Page 54)

Newspapers

Dallas has one morning and one afternoon newspaper, the *Dallas Morning News* and the *Daily Times Herald*.

Office Buildings

Dallas has thirty-two office buildings ranging in height from ten to thirty-five stories, many of them air-conditioned. Rents vary from less than a dollar per square foot per year to around three dollars, depending largely on location, facilities and services furnished.

Oil

Dallas has a large number of oil producing companies and concerns manufacturing or selling oil field equipment and supplies. It is one of the recognized oil centers and its importance as such has increased rapidly in recent years.

Opera

New York's famed Metropolitan Opera Association comes to Dallas annually after the close of its New York season and gives a series of performances. Dallas is the only city in the Southwest in which the Metropolitan appears and it attracts music lovers from a wide radius.

Orchestra

The Dallas Symphony Orchestra is a permanent organization of top-rank artists and gives a number of concerts during the winter season.

Parks and Playgrounds

The parks systems of Dallas, Highland Park and University Park contain 108 different parks with more than 7,000 acres of developed recreational facilities.

White Rock Lake is a part of the park system and is one of the most popular recreational areas in the Southwest. It has a bathing beach, a sailing club, speed boats, surfboards, fishing, tennis courts, picnic grounds and many other features.

Throughout the city parks are attractive field houses, swimming pools, bridle paths, tennis courts, municipal golf courses, baseball and softball diamonds, croquet courts, table tennis, and other recreational facilities.

Population

Dallas is thoroughly cosmopolitan in population, perhaps more so than any other city of similar size. Its extensive cotton and oil interests have attracted persons from all parts of the world; its 2,500 branches of national con-

cerns have brought many thousands of families to Dallas from all the larger centers.

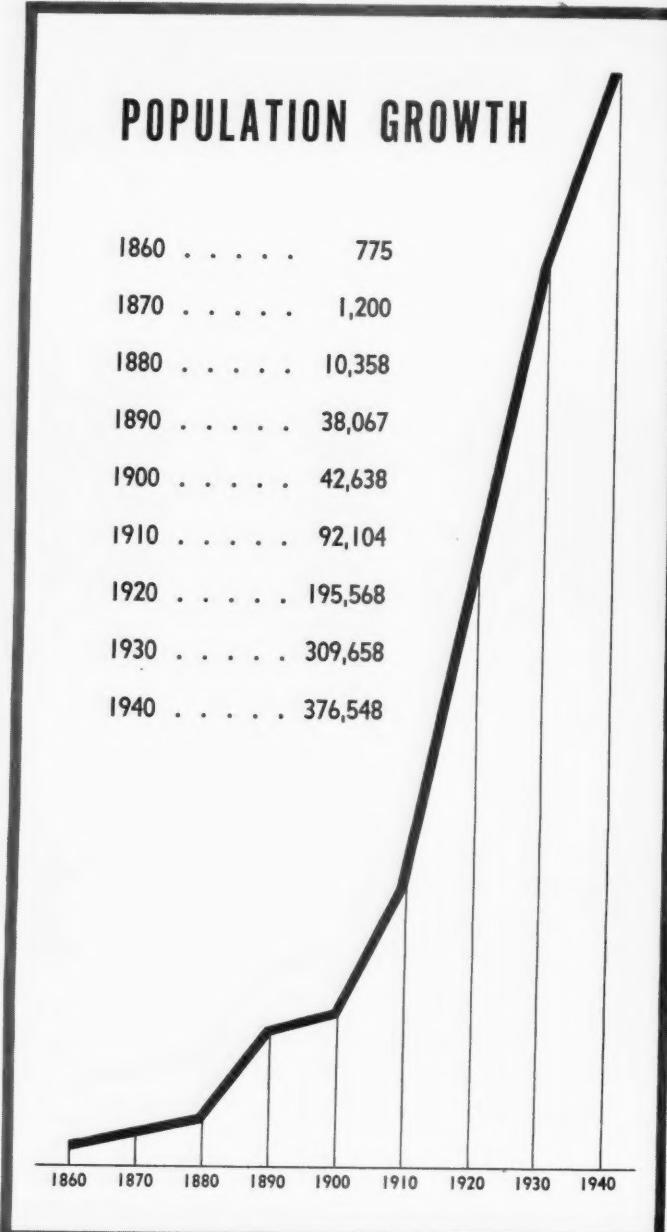
The city's population is made up principally of native Americans, with a negligible foreign element. Its people have a widespread reputation for hospitality. Newcomers find a hearty welcome, are quickly received into the social and civic life of the community, easily adjust themselves to the new environment, readily make new friends and form new social ties.

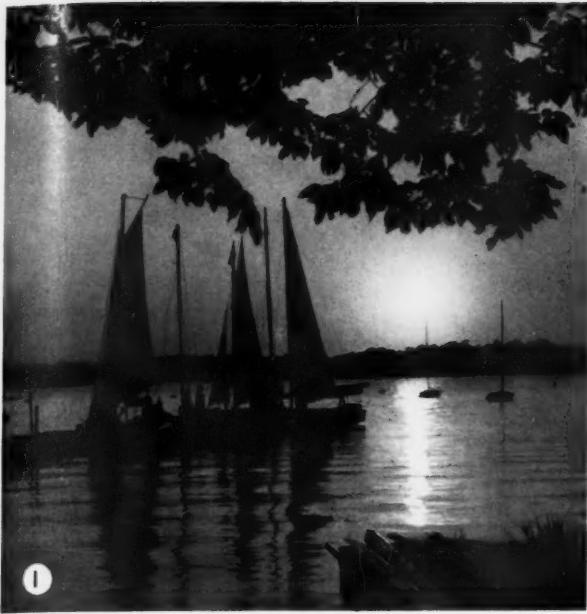
The population of Dallas is composed approximately of the following elements: Native white, 82 per cent; foreign white, 4 per cent, of which one-half is Mexican; negro, 14 per cent.

(Continued on Page 58)

POPULATION GROWTH

1860	775
1870	1,200
1880	10,358
1890	38,067
1900	42,638
1910	92,104
1920	195,568
1930	309,658
1940	376,548





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LAKES . . . White Rock Lake, in the eastern outskirts of the city, provides facilities for a great variety of water sports and is the most popular recreation center in the Southwest. The above scenes were taken at that lake. Other lakes near the city are Bachman's Lake, near Love Field, and Mountain Creek Lake, west of the city, near Hensley Field. Lake Dallas, Eagle Mountain Lake, Lake Bridgeport, Coffee Mill Lake, Lake Crockett and numerous others are easily accessible from Dallas for fishing and hunting in season, as are a number of private club lakes open only to members.

(Continued from Page 56)

Radio Stations

Dallas' five radio stations are:

- KGKO, 570 kilocycles, 5,000 watts (BN)
- KRLD, 1,080 kilocycles, 50,000 watts (CBS)
- KSKY, 660 kilocycles, 1,000 watts
- WFAA, 820 kilocycles, 50,000 (NBC, TQN)
- WRR, 1,310 kilocycles, 5,000 watts (MBS)

Railroads

The following railroad lines serve Dallas:

- Fort Worth & Denver City Railway
- Louisiana & Arkansas Railway
- Missouri-Kansas-Texas Railroad
- Rock Island Lines
- St. Louis Southwestern Railway
- Santa Fe Railway
- Southern Pacific Lines
- Texas Electric Railway
- Texas and Pacific Railway

Rank in Nation

Dallas ranks as follows with other cities:

- Fourth as an insurance center
- Fifth in dry goods and apparel
- Third in millinery manufacturing
- Second in wash dress manufacturing
- First as a spot cotton market
- Fifteenth in wholesale distribution
- Twenty-sixth in retail sales
- Seventeenth in bank clearings
- Twentieth in bank debits
- Twenty-second in postal receipts
- Twelfth in city telegraph receipts
- Third in income per family.

Rank in Southwest

Among Southwestern cities Dallas ranks:

- First in total business volume
- First in wholesale distribution
- First in manufacturing plants
- First in per capita retail sales
- First in bank deposits
- First in bank clearings
- First in bank debits
- First in insurance

- First in postal receipts
- First in air mail
- First in air express
- First in air passengers
- First in income per family
- First in income per capita

Residential Districts

Dallas' high income per family and rapid growth have created many beautiful, new and modern residential districts, apartment houses sections and country estates. Modern housing accommodations are available to meet all requirements. Some of the city's residential areas have attracted national acclaim because of their distinctive architecture, their careful planning, elaborate gardens, drives and park systems.

Retail Sales

Dallas ranks twenty-sixth in the United States in annual volume of retail sales and first in the Southwest in per capita sales. Widely known as a quality market, its department stores and specialty shops attract buyers from all of the principal cities of the Southwest.

Following is the ranking of the first fifty cities of the Nation in retail sales:

RETAIL SALES (In thousands)	
1. New York	\$3,323,171
2. Chicago	1,655,602
3. Philadelphia	954,184
4. Los Angeles	818,985
5. Detroit	763,383
6. Boston	547,278
7. Cleveland	464,995
8. Washington	447,298
9. Baltimore	429,775
10. Pittsburgh	419,839
11. San Francisco	401,263
12. St. Louis	376,196
13. Milwaukee	305,556
14. Minneapolis	283,534
15. Newark	280,915
16. Buffalo	260,549
17. Cincinnati	254,876
18. Kansas City	239,187
19. Seattle	223,320
20. Indianapolis	204,972
21. Houston	198,942

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SCHOOLS . . . 1. Fondren Library at Southern Methodist University. 2. Quadrangle, Southern Methodist University. 3. McFarlin Auditorium, and 4. Ownby Stadium, Southern Methodist University. 5. View of McFarlin Auditorium from foyer of Fondren Library. 6. Highland Park High School, one of nine senior high schools in the public school system. 7. View at the Hockaday School, noted preparatory school and junior college for girls.

(Continued from Page 58)

22. Oakland	189,215
23. Portland	186,515
24. Denver	183,834
25. Atlanta	183,654
26. DALLAS	177,341
27. Rochester	176,919
28. St. Paul	176,495
29. Columbus	176,040
30. New Orleans	160,018
31. Toledo	145,583
32. Louisville	141,070
33. Memphis	138,862
34. Providence	136,429
35. Hartford	120,328
36. Akron	119,988
37. Richmond	119,311
38. Dayton	117,765
39. Miami	113,552
40. New Haven	112,806
41. Omaha	112,516
42. Syracuse	110,367
43. Jersey City	108,433
44. San Antonio	105,672
45. Worcester	104,165
46. San Diego	99,967
47. Oklahoma City	98,486
48. Fort Worth	95,362
49. Bridgeport	95,127
50. Springfield	94,024

Safety

Several years of consistent work on traffic conditions, by the police department and the Dallas Safety Council, have made Dallas one of the country's safest cities. It recently set a national record for consecutive days without a traffic fatality.

Schools

Following are brief facts concerning the city's educational facilities:

UNIVERSITIES

Southern Methodist University. Annual enrollment around 2,500. Courses lead to B.A., M.A., and Ph.D. degrees and to degrees in law, engineering, journalism, business administration and theology. Particularly well known for its music school.

Baylor University College of Medicine. One of the country's highly-rated medical schools, giving instruction in medicine, dentistry and nursing.

Evangelical Theological Seminary. A school that prepares exclusively for the ministry.

PUBLIC SCHOOLS

There are sixty-five elementary schools in the public school system, nine senior high schools, five junior high schools and an evening school for adults. The school system carries the highest possible scholastic rating. Most of its buildings are new and modern. Schools are being added continuously, to serve new areas and provide adequate facilities for a rapidly growing population.

PRIVATE SCHOOLS

Private preparatory schools include: Miss Hockaday's School for Girls, giving preparatory and junior college instruction and one of the finest and best equipped girls' schools in the country; Terrill School for Boys, giving preparatory and junior college courses; Texas Country Day School for boys; Ursuline Academy, a Catholic school for girls; Jesuit High School.

PAROCHIAL SCHOOLS

There are eight high schools and fourteen elementary schools in the parochial system in Dallas.

TRADE SCHOOLS

In addition to business and trade schools instruction in the public schools there are a number of private schools giving instruction in stenography, bookkeeping, accounting, printing, welding, sheet metal working, machine tools and the various crafts.

Sports

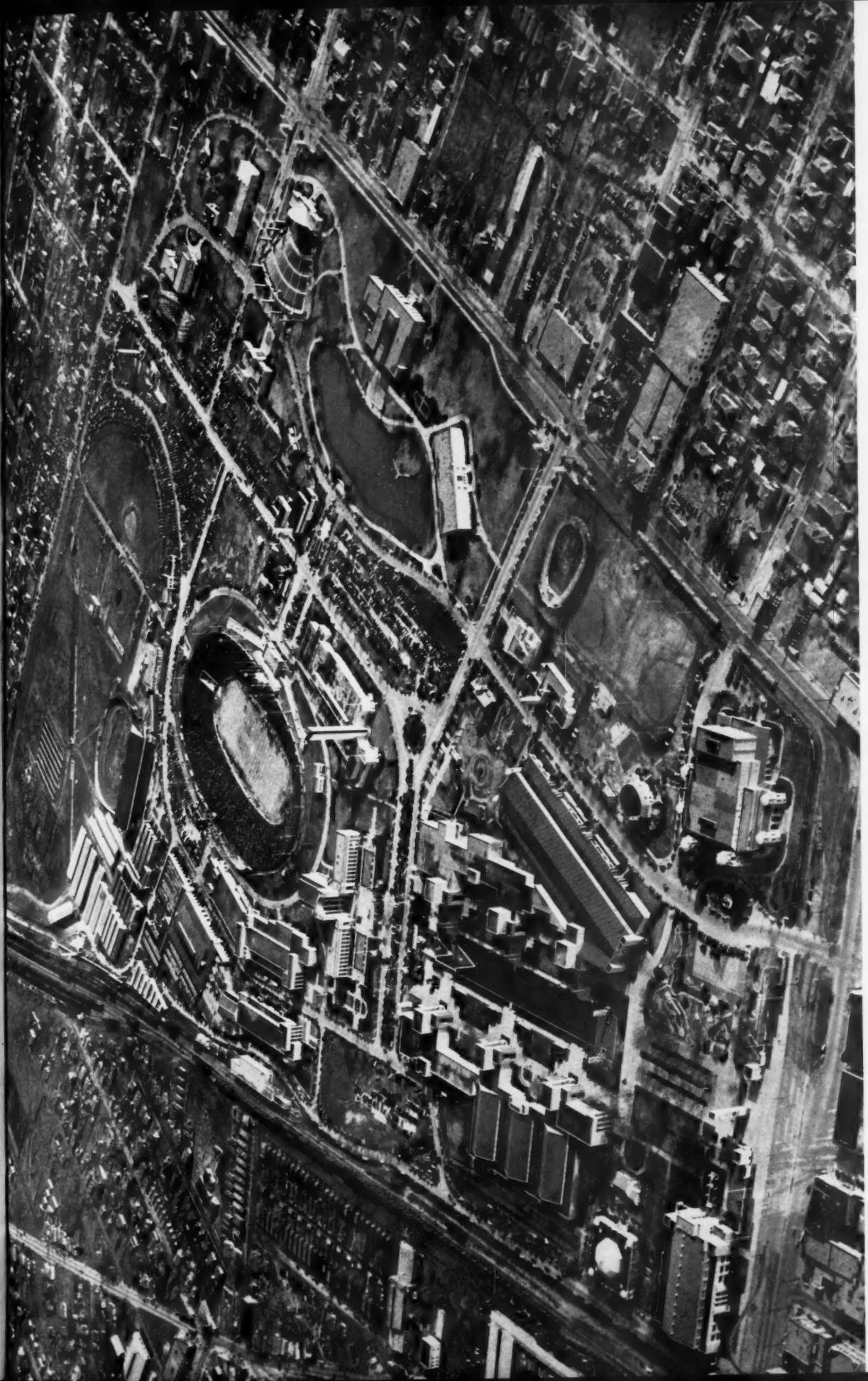
Climate and tradition make Dallas a sports-minded city, and numerous facilities have been provided for all kinds of sports events.

FOOTBALL

The Cotton Bowl football game is one of the big annual New Year's Day games and features a representative of the strong Southwestern Conference and a team of high national ranking from another district. The game is played at the Cotton Bowl Stadium at the State Fair grounds, with seating capacity of nearly 50,000, soon to be enlarged.

All followers of collegiate football know the colorful Mustangs of Southern Methodist University, a team that always ranks high in national standing and

(Continued on Page 62)



STATE FAIR . . . Aerial view of the State Fair of Texas, largest annual exposition in the world, representing an investment of \$15,000,000. Attendance exceeds one million persons in a sixteen-day period. Upper center is the Cotton Bowl Stadium,

seating 50,000, scene annually of one of the big New Year's Day football games. Lower center, Fair Park Auditorium, seating 5,000, where the Metropolitan Opera season is held and many large conventions meet. Upper right, the Civic Center group.

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plays a schedule that includes Southwestern Conference teams and several top-ranking intersectional teams. Ownby Stadium at Southern Methodist University is the home stadium of the Mustangs.

The University of Texas and the University of Oklahoma play annually at the Cotton Bowl Stadium during the exposition of the State Fair of Texas.

Dallas high schools have their own special stadium, the new Dal-Hi Stadium, a concrete bowl seating some 35,000 spectators. This modern athletic plant also includes a field house for basket ball and facilities for track and field events.

BASEBALL

Dallas holds a franchise in the Texas League, a Class A baseball league that sends more star players to the majors than any other minor league of similar classification. The team is known as the Dallas Rebels and has a new concrete stadium known as Rebel Stadium.

ICE HOCKEY

The new Ice Arena at the State Fair grounds provides excellent facilities for public skating, has a professional team in the American Hockey Association playing under the name of the Texans, and presents several big ice shows annually. Ice sports, new to this region, have been received enthusiastically and have won generous public support.

SAILING

White Rock Lake, in the eastern outskirts of the city, convenient to several of the finer residential districts, provides an ideal setting for sailing, speed boat racing, surfboard and other water sports. The Dallas Sailing Club has an attractive club house at the lake.

RIDING

There are a number of riding academies in Dallas where saddle horses may be hired and privately owned horses boarded. There are numerous bridle paths in the suburbs and in the larger city parks.

HUNTING AND FISHING

Texas is a State of such size and variety of climate and terrain that it is frequently referred to as the sportsman's paradise. Its lakes and streams provide splendid fishing for bass, trout, bream, crappie and other varieties. Along the Gulf Coast there are

many spots famous for their deep-sea fishing, attracting visitors from far and near to catch tarpon, sailfish, redfish, mackerel, trout, red snapper, flounder, pompano and many other varieties of salt water fish.

Inland lakes and the Gulf Coast region are also famous for their water-fowl shooting in season, and quail, doves, Mexican white wings, wild turkeys and other game birds are plentiful in many sections of the State.

Southwest Texas is noted for its deer, javelina and other game, and in several districts bear and deer are plentiful. Fox hunting is a favorite sport in East Texas.

State Fair of Texas

The State Fair of Texas is the largest annual exposition in the world. Its extensive grounds and buildings represent an investment of more than \$15,000,000; its annual attendance runs from one million to a million and a quarter in a sixteen-day period.

The State Fair of Texas is owned and operated by a private, non-profit corporation, all revenues above expenses going back into improvements and expansion. It has no tax support from any source and is by far the largest and most successful of all State fairs.

The annual exposition combines educational features, commercial exhibits and amusement attractions that bring visitors from all parts of Texas and from nearby states.

When not in use for the annual exposition, the grounds and buildings revert to the city park system and become a gigantic recreation and cultural center, its famous museums, its ice and roller rinks, softball diamonds and midway attracting thousands of visitors during all seasons of the year.

Theaters

Dallas has forty motion picture theatres and several large downtown theatres suitable for the numerous road shows that come to the city during the winter season. The Dallas Little Theatre was a pioneer in the little theatre movement and has won national recognition on more than one occasion.

Utilities

Dallas utility companies are:

Dallas Power & Light Company
(Continued on Next Page)

(Continued from Preceding Page)

Dallas Gas Company
Dallas City Water Works
Southwestern Bell Telephone Company
Dallas Railway & Terminal Company

Water Supply

The Dallas water supply comes from the city's own Lake Dallas, in Denton County, with storage capacity sufficient to supply a city of a million population. The pumping and filtration plant has a daily capacity of seventy million gallons and can be expanded as population increase requires. Lakes planned as a part of the Trinity River reclamation project will give the city large reserve water supplies on which to draw at any time they may be needed.

In all parts of the Dallas district an abundance of artesian water is available at depths of a few hundred to some two thousand feet, depth of wells being determined by surface elevation and the quantity of water required. Many industries in the outlying districts drill their own wells. The water is suitable for consumption and may be used in boilers without treatment.

Wealth

A recent survey by *Sales Management* magazine places Dallas third in the United States in effective buying income per family, with \$3,582 per year. Only New York and Washington families have higher average incomes than Dallas families, accounting for the fact that Dallas is widely known as a quality market.

According to the survey, Dallas families annually have \$709 more to spend than Los Angeles families, \$813 more than Chicago, \$846 more than Cleveland, \$938 more than Baltimore, \$1,074 more than New Orleans, \$1,094 more than Atlanta, \$1,157 more than Akron, and \$1,927 more than Birmingham.

Wholesale Sales

Dallas ranks fifteenth in the United States and first in the Southwest in wholesale distribution. Following is the order of importance of the first twenty-five cities in wholesale volume:

WHOLESALE SALES (In thousands)

1. New York	\$13,484,081
2. Chicago	4,682,354
3. Boston	1,915,156
4. Philadelphia	1,732,100
5. San Francisco	1,675,540
6. Los Angeles	1,462,406
7. Detroit	1,411,477
8. St. Louis	1,245,875
9. Cleveland	1,028,925
10. Kansas City	904,950
11. Pittsburgh	882,069
12. Minneapolis	754,531
13. Cincinnati	693,837
14. Baltimore	654,243
15. DALLAS	574,353
16. Atlanta	495,827
17. Seattle	483,284
18. Houston	464,314
19. Newark	448,154
20. Buffalo	447,868
21. New Orleans	445,875
22. Memphis	444,051
23. Milwaukee	437,133
24. Omaha	416,927
25. Indianapolis	407,093

Zoning

Dallas has a comprehensive zoning ordinance that protects residential property from commercial encroachment and sets up clearly defined uses for property within prescribed areas.

A number of desirable areas have been zoned for industry, prescribing the type of operations permitted in each district, so that industries may safely choose locations in keeping with usage for which the property is intended.

The zoning system protects industries and other types of business against later developments that might be injurious, and in that way stabilizes and preserves property values.

Zoo

The Dallas Zoo, in Marsalis Park in Oak Cliff, is one of the largest municipal zoos. It has an excellent and growing collection of birds, animals and reptiles, housed in cages built in natural settings, in a rustic park of unusual rugged beauty.

America Is On The March

NO. 4 IN A SERIES OF
SIX EDITORIALS BY
OUTSTANDING
DALLAS CIVIC LEADERS
ON
COOPERATION
IN THE
WAR EFFORT



JOSEPH B. FLEMING
Secretary-Treasurer
Fleming & Sons, Inc.



C. F. O'DONNELL
President
Southwestern Life Insurance Co.



S. A. GUIBERSON, JR.
President, Guiberson Diesel Engine Co.
Chairman of Board, Guiberson Corp.

TRANSPORT ...

"to carry from one place to another"



WILLIAM R. BURNS

and die . . . all must be "carried from one place to another" multiple times daily . . . over the peaceful streets of our cities . . . along the highways and byways . . . thru the danger-infested waters of the Seven Seas . . . thru the endless skyways of the world.

American Transportation systems of every type, geared to the most efficient peacetime performance in all the world, have shifted to the wartime job without any "clashing of gears," meeting the complex demands of military and essential traffic in the real "American Way!"

Wartime Transportation efficiency owes much to the Office of Defense Transportation . . . to the splendid spirit of cooperation between management and labor in the various branches of the industry . . . and, to the sensibly patriotic attitude of the general public toward the whole transportation problem.

As long as there are wheels and wings and ships, American Transportation will "carry from one place to another" the men and the implements of Victory . . . with Tokyo and Berlin as the final stops!

William R. Burns

President
DALLAS RAILWAY AND TERMINAL CO.



NATHAN ADAMS
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First National Bank in Dallas



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Texas Power & Light Co.

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DALLA

Eighth Service Command Will Move to Dallas

GREAT importance as a military center has been added to Dallas with announcement of the Army that it will locate its Eighth Service Command here. U. S. Engineers, whose division offices have been in Dallas for some time, have already acted to take over the first unit of the Santa Fe Building to house the Eighth Service Command, which will move its 1,500 officers and 1,000 civilian personnel from San Antonio between now and the first of the year.

The present tenants of the Santa Fe Building have been given notice to vacate by October 15, and preliminary phases of the tremendous moving task of the Army command is expected to begin immediately thereafter.

The United States government will purchase the first unit of the Santa Fe Building, and Federal Judge William H. Atwell already has ordered the building condemned for use by the War Department. In the meantime, a board will appraise and fix the value of the structure, in order to determine the amount the government will pay for it.

The Eighth Service Command has been located in San Antonio for fifty-two years, but because of the war, is being moved to Dallas. War Department officials found that Dallas offered many advantages as a site for the command, including better facilities for transportation and communications.

These factors, coupled with the fact that the government is purchasing the Santa Fe building, are indications that Dallas will be the permanent headquarters for the Eighth Service Command.

The U. S. Engineers will also move into the Sante Fe Building from their present division headquarters in the Cotton Exchange Building, along with the Eighth Service Command, of which it is an important section.

The Eighth Service Command is the "housekeeping" organization of the U. S. Army, and its functions are to supply other branches of the Army in Texas, Oklahoma, Louisiana, New Mexico and Arizona, with all supplies and services. The command has been called the largest business organization in the Southwest, since its duties include the purchase of

millions upon millions of dollars worth of supplies for the other branches, as well as supervision of all Army construction for this region. Major General Richard Donovan is Commander of the Eighth Service Command.

Both the Dallas Chamber of Commerce and the Dallas Real Estate Board are co-

operating with the command in finding homes for the 2,500 families which will move here, and are also assisting in efforts to relocate the tenants of the Santa Fe Building, who must now find other office space.

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OF DALLAS
TEXAS

AIR CONDITIONED FOR YEAR 'ROUND COMFORT

Dallas to Honor Mexico At Celebration Oct. 17

DALLAS is planning one of the most colorful celebrations ever held in this city in connection with Mexico Day on Saturday, October 17, when football teams of the National Polytechnical Institute of Mexico City and the Crozier Tech-

nical High School of Dallas play on that day in Dal-Hi stadium.

R. L. Thomas has been named chairman of "Mexico Day," and already has launched elaborate plans for the celebration, which, besides the football game, will include participation by high officials of the governments of the United States and Mexico, a colorful parade in which all musical and uniformed bodies of Dallas will be asked to participate, and a pageant which several thousand Dallas school children will present between halves of the football game.

have been sent to President Manuel Avila Camacho; Dr. Ezequiel Padilla, minister of foreign affairs; Dr. Octavio Vejar Vazquez, minister of education; General Heriberto Jara, minister of navy; General Lazaro Cardenas, minister of defense, and Dr. Francisco Castillo Najera, ambassador to the United States, all of Mexico; and to Frank Knox, secretary of navy; Henry L. Stimson, secretary of war; George S. Messersmith, ambassador to Mexico; Nelson Rockefeller, co-ordinator of Inter-American Affairs, and Governor Coke Stevenson of Texas, all of the United States.

The pep squads, ROTC bands, and ROTC units in all Dallas schools; the American Legion, Veterans of Foreign Wars, the Texas Defense Guard, the Dallas Career Girls' Defense Corps, the Dallas Guardettes, and various military and naval organizations will be asked to participate in the parade.

Dallas schools already have started rehearsals for the pageant, which will have the good neighbor policy as its theme.

The Dallas Manufacturers and Wholesalers Association and the Dallas Retail Merchants Association have agreed to underwrite the sale of 8,000 tickets each, at 25 cents per ticket. These tickets to the game, however, will be sold for 50 cents each if purchased at the stadium. Members of the Dallas Hotel Association have agreed to provide accommodations for the squad of fifty football players which will come here from Mexico City.

P. C. Cobb, Director of Athletics for Dallas high schools, announced that the international sports event is the result of efforts on the part of school officials here and in Mexico for five years to arrange such a gridiron contest. However, these efforts had failed for various reasons until this year. A second game will be played in Mexico City on December 26 between an all-star team chosen from Dallas high school squads and an all-star team from Mexico City's five high schools.

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Please phone C-8773 when you need a good stenographer or bookkeeper. Thank you.

New Business Concerns Still Coming to Dallas

DESPITE limitations placed on private business by the war program, Dallas continues to acquire new enterprises at only slightly less than the normal rate, most of them directly or indirectly connected with war production.

Three new war production plants, with prime contracts, are definitely assured, but announcement concerning them has not yet been authorized. The three will employ a total of approximately 1,000 workers.

Among the recent new concerns not previously announced are the following:

Manufacturers

Dallas Egg Drying Company, 3424 Commerce Street. Dried eggs.

Lone Star Steel Company, Southland Life Building. Headquarters office; plant being constructed at Daingerfield, Texas.

Padgett Machine Products Co., 2210 Live Oak Street.

Vitapep Dog Food Co., 3917 Main Street. Manufacturers of dehydrated dog food. Home office, Los Angeles, Calif.

Vulcan Bearing Service, Scyene Road. Plant No. 2.

Wholesalers

Adel Precision Products Corp., 4304 McFarlin Blvd. James E. Hughes, representative. Airplane equipment. Home office, Burbank, California.

Aero Supply Manufacturing Co., Inc., Love Field. Airplane screw products. John R. Harding, Jr., Texas Manager. Home office, Corry, Pennsylvania.

B & B Engineering & Supply Co., Inc., Southland Life Annex.

Bostick Display Manufacturing Co., 402 Melba Building. Advertising displays.

Briggs Clarifier Company, Southland Life Building. Oil filters. H. W. Sullivan, representative. Home office, Washington, D. C.

Bruce Hardwood Flooring Co., 3435 Commerce Street. Lumber.

Container Corporation of America, 2708 Live Oak Street. Paper boxes. Home office, Chicago, Illinois.

R. G. Hamilton & Co., 800½ North Harwood Street. Cotton.

J. N. Koch, Santa Fe Building. Dress fabrics.

The Paper House, 701 South Ervy Street. Office supplies.

Reynolds Metals Company, Continental Building. Aluminum. Home office, Richmond, Virginia.

Ryan Distributing Co., 2215 Main Street. Beer.

Shaw Box Crane & Hoist Division, Inc., Gulf States Building. Home office, Muskegon, Michigan.

Smith Bible & Book Company, 608-9 Southland Life Building. Books.

Petroleum

Wirt Franklin Petroleum Corp., 1301 Praetorian Building. Oil producers. Home office, Tulsa, Oklahoma.

Belfort Oil Company, First National Bank Building. Oil producers.

Wellington Oil Co., Continental Building. Oil producers.

Miscellaneous

American Mutual Life Insurance Co., Gulf States Building. Home office, Des Moines, Iowa.

Byrne Organization, First National Bank Building. General contractors.

Dallas Masonry Co., Southland Life Building. Masonry contractors.

Lou Foote Flying Field, Inc., South Beckley Road. Flying school. Formerly located at Grand Prairie.

Midland Radio and Television Schools, Inc., 1611 First National Bank Building.

Osage Construction Co., 811 Gulf States Building. Contractors.

Panhandle-Sira-Dalton Co., Great National Life Building. Contractors.

Ragland Insurance Agency, 1824 Republic Bank Bldg. General insurance.

South Dallas Bank & Trust Co., 1641 Forest Avenue. Commercial bank.

Stovall Construction Co., 811 Gulf States Building. Contractors.

United States Army, Ordnance Department, Liberty Bank Building. Inspection office.



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DALLAS

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TEXAS

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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce in the Nation's Capital

The Battle of Washington

THE President's recent speech on inflation—in which he threatened to usurp the powers of Congress if they are not otherwise exercised—produced a storm of controversy here in Washington, one which struck through the superficialities of humdrum politics to some fundamentals of government and our conduct of the war.



DALE MILLER

Superficially, the critics divided automatically into two camps, one of which stoutly defended the President, pointing effectively to the timorous behavior of Congress whenever issues of doubtful political expediency confront them. The other group is critical of the President, pointing with equal effectiveness to the administration's own vacillation on political issues which could undermine its popularity with certain factions of supporters. The critics are still bickering back and forth, and the circumstance that both are entirely right supplies the answer to whether they will get anywhere with their argument.

Actually, impartial observers here perceive in this controversy a tacit admission and understanding that the war program is not functioning properly, and that the responsibility must be disclaimed by one's self and fixed upon somebody else. This estimate is an impersonal and objective one, and can be indiscriminately applied to many individuals in and out of the Government who occupy positions of responsibility in the war program. It is as true in the production field of both capital and labor, as it is in the political realm of both the executive and legislative branches of the Government.

The problem is so vast and complex that even the best-informed observers despair of isolating the trouble. Some point to the machinations of labor agitators, the persistence of strikes, and the insidious trend away from established

(Continued on Next Page)

Finances

FOR TEXAS CONCERN WITH WARTIME CONTRACTS

DALLAS and Texas are playing a major part in some of our Government's largest wartime projects. Millions in materials, as well as men, are needed. Republic Bank wants to assist Texas industries to the fullest extent. If you find you need funds for supplies or materials, for equipment or machines, for plant expansion, for payrolls or other such purposes, we invite you to discuss your requirements with us. We have ample funds available; ready to serve all lines of industry.

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(Continued from Preceding Page)
democratic principles. Others point to unconscionable war profiteering, without which, they contend, many strikes to grasp a share of these exorbitant profits would not be called. Still others maintain that the reluctance of Congress to offend the political sensibilities of any voter has denied the war effort much essential legislation. And still others claim that the administration's continued espousal of New Deal social reforms, at a time when the war program demands a minimum of waste and paternalism, is constantly impeding our drive toward victory.

You will find in Washington impassioned adherents to all these views, and to a multitude of others. The illuminating and discouraging fact is that each critic is almost invariably right in his complaint, which leaves one with that feeling of frustration which always accompanies the presence of a problem too big to solve. It all boils down to the fact that the wartime ills which confront us are suffused throughout our political and industrial system, and against them our unexampled American ingenuity and enterprise are powerless to perform efficiently.

The conviction is growing among conscientious and responsible leaders here that something *has* to be done. It is well recognized that modern warfare has become such a problem of strategy, production, communication, and supply that the truly decisive battles are fought around the council tables, far removed from the actual theaters of operations. That is why the Battle of Washington, a critical conflict in which never a shot is fired, will ultimately determine how quickly and how conclusively this war will be won, if indeed it is won at all.

What America needs and must have, they feel, can be simply stated: a cohesive, simple, purposeful, forthright, and hard hitting War Government, with one duty and one duty only—to win the war in the shortest possible time. Indecisiveness, selfishness, and timidity all add up to a poor and callous substitute, particularly with the highest stakes known to mankind being put courageously on the line by the people who fight the war.

LIFETIME DISABILITY PROTECTION!

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Largest Exclusive Health and Accident Organization in the World
ERNEST HUNDAHL, General Manager
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Enlisted in the Food-for-Freedom RANKS

FOOD WILL HELP WIN!
Uncle Sam wants more beef and mutton, more milk and butter, more pork.... More wool will also be needed for uniforms and blankets.
Livestock is definitely "enlisted" in the food-for-freedom effort.... Production must be speeded up.

COTTONSEED MEAL CAKE-CUBES AND PELLETS

Have long been "enlisted"
by livestock men to do an
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TEXAS COTTONSEED CRUSHERS' ASS'N, Inc.

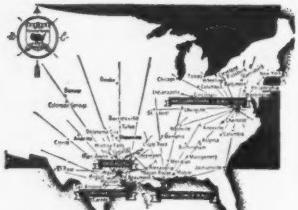
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Play Harder to Work Harder for Quicker VICTORY!

Conserve your health . . . serve Victory's cause better by feeling your best. "Take time out" at regular intervals . . . give yourself a fresh start . . . add to your energy by choosing one of these "Vacation Varieties" spots and let nature put you back in your old stride.



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Hotel Southerna . . . Brownwood

Hotel Laguna . . . Cisco

Hotel Cortez . . . El Paso

Hotel Tex . . . Fort Worth

Hotel Buccaneer . . . Galveston

Hotel Galvez . . . Galveston

Hotel Jean LaFitte . . . Galveston

Coronado Courts . . . Galveston

Jack Tar Court . . . Galveston

Marina Cavalier . . . Galveston

Hotel Plaza . . . Laredo

Hotel Lubbock . . . Lubbock

Hotel Falls . . . Marlin

Hotel Cactus . . . San Angelo

Angeles Courts . . . San Antonio

VIRGINIA

Mountain Lake Hotel . . . Mountain Lake



Dallas Called on to Cut Huge Losses from Fire

POINTING to President Roosevelt's call for strong fire prevention facilities to strengthen war production through conservation of human and material resources, L. C. Roberts, chairman of the Dallas Fire Prevention Council, has asked business and industry to set up vigorous participation for National Fire Prevention Week, October 4-10. He urged management to set up fire prevention facilities to offset Dallas' "staggering" fire loss.

"Dallas has a shameful fire loss, caused mostly by individual carelessness," Mr. Roberts said. "Through July, the loss this year was \$1,264,221 — more than two times the amount for the same period of 1941. The per capita fire loss last year in Dallas was \$3.73—about twice the

amount of the next highest Texas city, and more than seven times the per capita loss of San Antonio or El Paso. Two large fires in Dallas in 1942 have caused a total loss of \$716,000.

"Today every fire helps the Axis. I earnestly request business and industrial leaders to take active measures during Fire Prevention Week, October 4-10. He urged management to set up fire prevention facilities to offset Dallas' "staggering" fire loss.

Roberts asked management to be responsible for:

Constant checking of a plant's whole fire protection set-up. This means water supply, fire alarm provisions, sprinkler system, situation as to special hazards and the protection of plant records.

Appointing a chief of exit drills. This person must get department heads to organize their own evacuation plan and train personnel to execute it.

Appointing a plant fire chief. This appointee must organize, and train, a plant fire brigade suited to needs of the particular plant. He must institute a routine of maintenance of the fire protection program; periodic inspections, etc. He must appoint, train and oversee fire watchmen; and map out a cooperative plan for all department heads. Also with other occupants of the same building, and with his local fire department.

Material and information for setting up such fire prevention organizations are available from the Dallas Fire Department through W. R. Ford, educational and public relations director, Mr. Roberts said.

From now until Victory, it's your duty to make every second count.

Use good light to make seeing faster and production greater.

Phone our Illumination Engineer at C-9321, station 368, for free advice regarding your wartime lighting problems.

DALLAS POWER & LIGHT CO.

North American Plant Wins Army-Navy "E"

E FOR EXCELLENCE . . . The Army-Navy E flag now flies high over the Texas plant of North American Aviation, Inc., awarded to the workers for "accomplishing more than seemed reasonable or possible a year ago."

In his letter to the employees, Robert P. Patterson, Under Secretary of War, made that statement, giving it as one of the reasons the Texas workers had been awarded the coveted Army-Navy E for excellence in the production of war material.

Awarding the E flag to the workers at a ceremony September 21, was Major General Barton K. Yount, commanding officer, Army Air Forces Flying Training Command. J. H. Kindelberger, president of North American Aviation, Inc., accepted the flag and at the same time issued a challenge to the workers.

"We have hitched our wagon to a star," said Mr. Kindelberger, who went on to explain that each six months the plant's record would be reviewed to determine whether or not the E flag should still fly. If it proves its merit, North American's Texas plant may add a star to its flag, and Mr. Kindelberger said: "We will soon have a glorious constellation to go with the Lone Star of Texas."

Captain Alfred E. Montgomery told the workers, thousands of whom were assembled on the flight ramp of the plant, that "The Navy is proud of you." He presented E pins to two workers and to H. F. Schwedes, factory manager, in a token ceremony.

Hard-hitting Brigadier General Arthur Vanaman, commanding officer, Materiel Center, Wright Field, Ohio, also spoke to workers of both the day and night shifts.

Also speaking for the workers in expressing pride and gratitude for the E award were J. L. Atwood, executive vice-president of North American; Captain A. E. Stuart, Army Air Forces resident representative at NAA's Texas plant, and H. F. Schwedes, factory manager.

High-ranking army and navy officials sat on a bunting-draped platform as the red and blue E flag was raised by a color guard of soldiers and sailors. Flanking each side of the platform were two speedy, powerful combat trainers made by the men and women who formed a sea of

proud and eager upturned faces as the flag which they had won was raised and began to flap proudly in the Texas wind.

They had reason to be proud. They had won the highest honor which their country could bestow upon civilian production soldiers. They had beat time, beat setbacks, whipped lack of technical knowledge, to become the first aircraft plant in Texas to win the coveted E.

Shippers Set 61st Meeting For Oct. 8th

The Southwest Shippers Advisory Board, one of thirteen in the United States, will hold its sixty-first meeting at the Baker Hotel in Dallas on October 8. Transportation problems as they relate to the war will receive the study of the board, whose membership of 800 is composed of shippers, receivers, chambers of commerce and representatives of the public.

The Southwest Shippers Advisory Board was organized in 1922, as were the other twelve in the nation. Its objectives include improvement of transportation facilities, development of an interchange of ideas and information about transportation, consideration and discussion of transportation problems, and cooperation with the Car Service Division of the Association of American Railroads in developing a thorough understanding of transportation requirements in industry and agriculture and to promote cordial relations between shippers and carriers.

Area served by the Southwest organization includes Arkansas, south of the Arkansas River; Louisiana, west of the Mississippi River; New Mexico, eastern part; Oklahoma, south of the Arkansas River, and all of Texas.

Since organization of the thirteen advisory boards, transportation problems have been reduced to a minimum, one principal reason for which is accurate forecasting of freight car requirements by the membership, which is represented by twenty-nine commodities. Since war was declared, the board has helped the nation's car supply by encouraging prompt loading and unloading and heavier loading.

IS FINANCIAL WORRY SLOWING THE WAR EFFORT

IN YOUR PLANT

Worry...about one's future security is a saboteur of employee efficiency in any plant! Why put up with it? You can take steps to prevent the slowing-down of employees and at the same time build greater loyalty with the SOUTHLAND LIFE SALARY SAVINGS PLAN ...at a nominal cost. Ask any Southland Life representative to tell you how this plan can be installed in your organization, and the benefits you will derive from it as an employer.

Southland Life
INSURANCE CO.

A. Morgan Duke, President

HOME OFFICE — DALLAS

Statistics Chart Dallas' Growth

These statistics are for Dallas, Highland Park and University Park and do not include such towns as Grand Prairie (site of the North American airplane manufacturing plants and the Naval Base), Garland (site of Guiberson Diesel Engine Company and Southern Aircraft Corporation), Cockrell Hill, Pleasant Mound and other Dallas County communities.

Population

Greater Dallas (Based on Sugar Registration, May, 1942)	378,250
Metropolitan Area (Based on Sugar Registration, May, 1942)	450,950

Bank Debits

	1941	1942
January	\$ 304,493,000	\$396,888,000
February	266,539,000	356,134,000
March	303,792,000	367,002,000
April	311,555,000	360,953,000
May	319,751,000	374,269,000
June	311,112,000	370,609,000
July	330,799,000	388,716,000
August	319,332,000	395,291,000
September	342,143,000	
October	423,238,000	
November	371,839,000	
December	471,787,000	
Total	\$4,076,380,000	

Bank Clearings

	1941	1942
January	\$ 287,023,080	\$376,600,346
February	248,895,325	341,873,408
March	288,663,655	376,432,770
April	292,033,655	322,261,368
May	301,183,323	322,113,982
June	288,747,359	334,248,118
July	310,343,906	349,684,517
August	302,679,715	352,280,227
September	326,941,056	
October	375,716,902	
November	343,547,473	
December	389,769,636	
Total	\$3,755,545,085	

Postal Receipts

	1941	1942
January	\$ 408,351	\$ 400,610
February	384,636	373,988
March	396,608	414,790
April	406,204	415,058
May	415,186	376,806
June	360,281	381,894
July	387,651	393,156
August	382,049	384,581
September	427,844	
October	459,204	
November	387,323	
December	546,411	
Total	\$ 4,961,748	

Building Permits

(Greater Dallas)

	1941	1942
January	\$ 1,048,691	\$ 2,433,784
February	971,557	904,952
March	1,068,405	659,894
April	1,142,093	432,088
May	1,528,696	293,755
June	1,160,812	348,774
July	1,022,773	184,328
August	2,214,953	206,324
September	1,120,644	
October	2,778,473	
November	1,706,197	
December	1,501,276	
Total	\$17,264,570	

Water Connections

	1941	1942
January	81,284	83,861
February	81,552	84,148
March	81,817	84,485
April	82,091	84,853
May	82,481	84,995
June	82,764	85,173
July	82,945	85,367
August	83,174	85,457
September	82,843	
October	83,172	
November	83,429	
December	83,715	

Telephone Connections

	1941	1942
January	101,940	109,120
February	102,713	109,484
March	103,574	109,997
April	104,077	110,107
May	104,419	111,369
June	104,556	111,155
July	105,153	111,388
August	105,963	111,766
September	107,273	
October	107,852	
November	108,380	
December	108,810	

Electric Meters

	1941	1942
January	91,215	96,250
February	91,912	96,497
March	92,128	96,643
April	92,590	96,764
May	93,233	96,869
June	93,806	97,006
July	93,925	97,470
August	94,436	97,866
September	94,940	
October	95,413	
November	95,793	
December	96,290	

Defense Bonds and Stamps

January	\$ 4,622,756.36
February	2,336,124.25
March	2,175,976.00
April	2,500,000.00
May	4,027,045.00
June	3,500,000.00
July	\$ 743,840.25
August	776,790.95
September	992,898.75
October	893,525.65
November	837,773.02
December	3,494,758.10
Total	\$7,739,586.72

School Enrollment

1935	54,367	1939	54,313
1936	54,466	1940	53,701
1937	54,529	1941	53,253
1938	53,959		

Mid-Market Buying Season Held by Merchants Here

A BUYING PERIOD, new and different from those usually presented, has just been successfully concluded by the Dallas Manufacturers and Wholesalers Association. Called the Dallas Mid-Market Buying Season, the event was held on September 27, 28 and 29 to give Southwestern retailers who were unable to attend the regular Market Season in July and August an opportunity to select merchandise from a complete showing, as well as to permit those who did attend the earlier Market Season to replenish their stocks.

More than 200 complete lines of merchandise were featured in displays at showrooms in the Baker and Adolphus Hotels, while floors of Dallas manufacturers and wholesalers also displayed new and timely merchandise.

Entertainment feature of the Mid-Market Buying Season was a dance and show, Monday night, September 28, in the Crys-

tal Ballroom of the Baker Hotel. More than 1,000 attended, dancing to the music of the Early Bird Orchestra and witnessing an outstanding show of musical and vaudeville presented by radio stars.

Los Angeles County Buys Much From Texas in 1941

To the tune of \$123,277,154, Los Angeles County was a good customer to the producers of the eleven Western states and Texas during 1941. Carl T. Colt, chairman of the Domestic Trade Committee of the Los Angeles County Chamber of Commerce, has announced following a survey.

Colt said that Los Angeles County had purchased goods totalling more than 50,000 carloads from the twelve states. Total amount purchased from Texas was \$14,370,704, as compared with only \$3,602,357 for the previous year. Principal products purchased from Texas included

fruits and vegetables, dairy and poultry products, livestock, carbon black, and sulphur.

Texas was fifth among the twelve states in amount of purchases. Oregon was first with \$21,152,869.

Your Home When Away

From Home



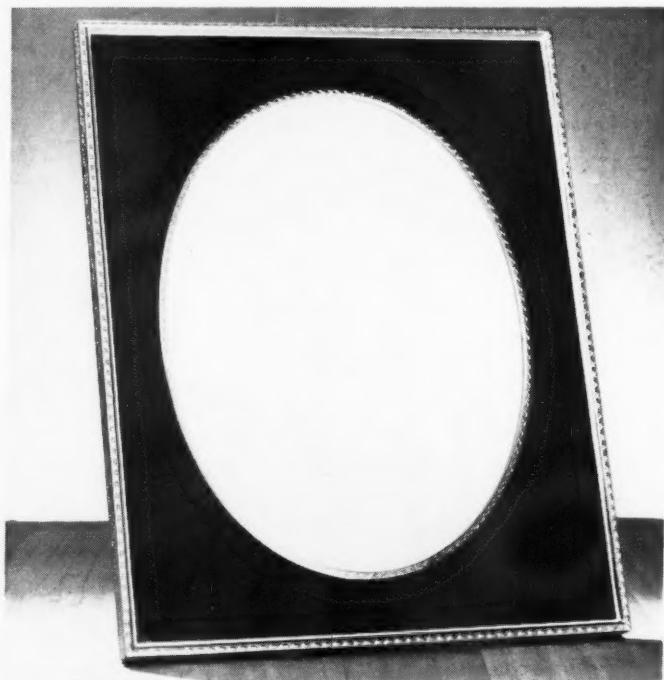
The Driskill Hotel

W. L. STARK, Manager

*Somebody's
Missing Here...
Maybe It's You!*

Before you leave home on temporary business for Uncle Sam, check up to see if there's a new portrait of yourself for your family. They'll want one. And you should have a good picture of them to take with you.

*Sittings made in your home or at
the studio by appointment. Call
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Universal Will Receive Army-Navy "E" on Oct. 7

BECAUSE of hard work, initiative and native resourcesfulness, the Army and Navy "E" pennant will fly over the plant of the Universal Building Products Corporation after October 7.

The coveted award—given by the Army and Navy to plants which have demonstrated themselves by superior production of war materials—will be presented Universal Building Products Corporation in ceremonies at 2:30 p.m. on that date.

"We are proud of this award," said J. P. Travis, founder and president of Universal, which manufactures portable airplane maintenance hangars for the U.S. Army Air Corps, "first because it signifies that we have performed our patriotic duty in such a manner as to be consid-

ered by both the Army and Navy as deserving of the highest honor that can be bestowed upon a plant, and secondly, because we, as an all-Texas and all-Dallas organization, are helping to bring about a recognition of the unlimited possibilities of Texas, and of Dallas, as an industrial center."

Universal Building Products Corporation entered business in Dallas sixteen years ago. Its founder and president, Mr. Travis, whose spirit is typically Texas in that he refuses to acknowledge obstacles as insurmountable.

When the international situation first became serious, Mr. Travis foresaw and took steps to circumvent metal shortages. Consequently, when his plant, which normally produces windows of steel and of non-ferrous metal and also display frames and fixtures for theaters, received an Army contract for portable airplane maintenance hangars, he was virtually prepared.

However, there was the problem of completely retooling the Universal plant. Since vitally important tools for making the hangar, which had never been produced before, were not available, the plant engineers, under Superintendent Andrew Larson, designed and built the needed tools, dies and machinery. This was done in record time, and although these tools were home-designed they turned out better work at a faster rate than standard machine tools could have done.

Welfare of its "production soldiers" is a first concern of Universal, which furnishes club rooms and recreational facilities for its employees in the belief that wholesome relaxation from the exacting pace to which the whole country is geared is essential to the workers' health and capacity for production.

Workers are participating wholeheartedly in the War Bond campaign, and over the plant flies the Minute Man flag, signifying that 90 per cent are buying bonds through the payroll allotment plan.

And now, the Army and Navy E banner will flap in the Texas breeze from Universal's flagpole!

Adleta SHOW CASE & FIXTURE MANUFACTURING CO.

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for the Gulf South

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FOR BOTH WAR AND PEACETIME PRODUCTION

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Natural Gas is one of these resources. During this war crisis, our organization is especially mindful of the importance of helping to meet our country's war requirements fully and adequately.

BUY U. S. WAR SAVINGS BONDS AND STAMPS — HELP WIN THE WAR!

UNITED GAS PIPE LINE COMPANY
AND ASSOCIATED COMPANIES

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DALLAS

D A L L A S

VOLUME 21

NUMBER 11

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center.

GORDON C. BROWN Editor
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Member Southwestern Association of Industrial Editors

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